

Simplicity



The Fashion Magazine

For Women Who Sew

Summer Pattern Book 1955

New
Fashions
for a
Season
in the
Sun

35¢

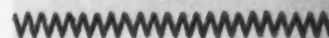
*Beautiful
prints
by
the armful...*

E&W Quadriga Cloth

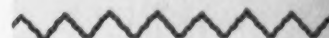
Touched by the long arm of fashion... prints bold, bordered, modern, demure, conversational, flowery. Where do you find the really unusual makings of a cotton wardrobe? At your Quadriga counter, naturally! Gather them early, and start your easiest (and least expensive) sewing-for-the-sun... because Quadriga Cloth has a needleized finish that makes sewing fly! More than 50 plain colors, too.

Also at better stores—
E&W Quadriga Shirts,
Pajamas, Spring-Bak Shorts,
Dorna Gordon and Jane Clay
Dresses, and Gilbrae Fabrics.

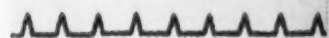




Automatic Zigzagging—for satin stitch, script stitch, appliques, buttonholes, setting in lace.



Automatic Multiple Zigzag—for mending, patching, joining overlapped seams, applying binding.



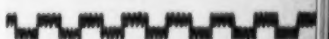
Automatic Blind Stitch—for making "invisible" hems, overedging seams, sewing in zippers.



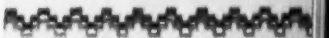
Automatic Scallop Stitch—perfectly spaced, big or small, for fancy edging, embroidery, trim.



Automatic Arrowheads—facing in either direction, for decorating children's clothes, table linens.



Automatic Dominoes—for monograms, borders, pocket designs that would take hours by hand.



NEW! Twin Needle also comes with the Automatic. Sews with two different color threads at once—for beautiful toned effects.

These are only a few of the exciting stitches the new SINGER Automatic will do.*

The new Swing-Needle **SINGER** Automatic does 101 stitch variations as simply as it sews a straight seam!

Here is a machine so modern, so advanced—so different from usual machines—you'll have to see it in action to believe what it can do.

It's the new Swing-Needle* SINGER Automatic Machine—with amazing do-it-for-you "FASHION* Discs." It not only does the finest straight sewing ... it does just about any kind of decorative stitch

you can imagine *completely automatically.*

Stop in; try it. Discover how it takes hard work, handwork and guesswork out of sewing.

It's the *newest* in the famous family of SINGER Machines... favorites for over 100 years.

SINGER SEWING CENTERS

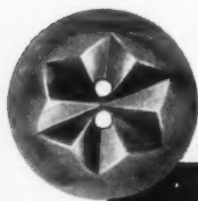


La Mode Fashion Buttons

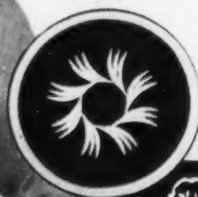
—quickest way to add
that "PARIS" look
to all your fashions!

La Mode Fashion Buttons
are authentically "Paris"... in colors,
in textures, in design details. See the
whole sparkling Spring-Summer
collection. They'll give the new high-fashion look
to the clothes you're now making... and to
the clothes you want to make "new" again.

Full assortments in every price range
are at your favorite store now... or write us.



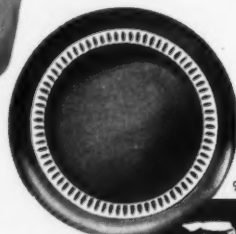
9290



3656



Button 3650
Buckle 4365



9247



B. BLUMENTHAL & CO., INC., 1372 Broadway, New York 18, N. Y.
Also creators of famous Le Chic fashion buttons.

La Mode

FOR EVERY FASHION... IN EVERY PRICE RANGE

BUTTONS

Since 1877



Prints with that prized Paris look...

COURTESY.

COUTURE  COTTONS

Hat by John Frederics • Umbrella by Uncle Sam • Gloves by Crescendoe • Jewelry by Coro

The last time *you* saw Paris prints . . . in the stores or magazines . . . didn't you *wish* you could scoop them up for your own exciting fashions? Now your wish can so easily come true! For COURTESY Couture Cottons brings you lush, luxurious prints that look, for all the world, like the newest French designer fabrics. Yet they're practical, washable percale! Over 60 different prints . . . and co-ordinated solids, too. Another fabric you'll love . . . from Lowenstein.

about 59¢ a yard

See Courtesy Couture Cottons at these and many other fine stores:

AkronO'Neill's
AkronA. Polsky
AtlantaRich's
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BuffaloWm. Hengeler
BuffaloSattler's
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ColumbusF & R Lazarus
ColumbusMorehouse Fashions

DaytonElder & Johnson
DetroitJ. L. Hudson
IndianapolisH. P. Wasson
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Los AngelesMay Co.
MemphisJ. Goldsmith & Son
MiamiLeonard Stores
MiamiThe Hub
MinneapolisDayton Co.

New OrleansKrauss Co.
New York CityB. Altman
New York CityStern Bros.
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OmahaThomas Kilpatrick
Oklahoma CityHalliburton's
PasadenaBullock's
PhiladelphiaLit Bros.
PhiladelphiaJohn Wanamaker

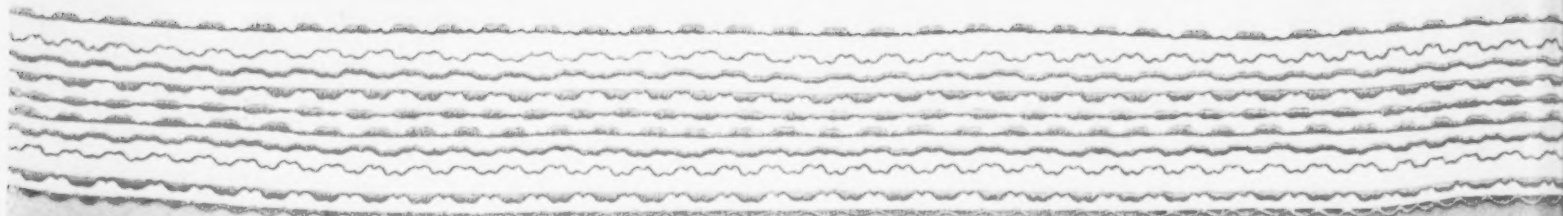
PittsburghBoggs & Buhl
PittsburghGimbel Bros.
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BELAIRE FABRICS, a division of M. LOWENSTEIN & SONS, Inc., 1430 Broadway, New York 18, N.Y.

Simplicity Pattern No. 1076



Look! We'll glamour-stitch your sheet or towel **free!**

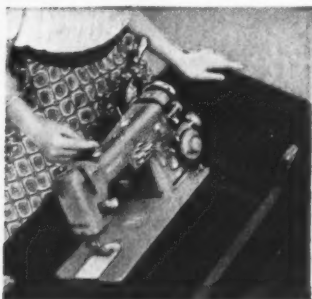
See why the amazing new 1955 NECCHI *out-sews* other automatics!

Call your nearest Necchi dealer; he'll come to your home and turn your plain sheet or towel into a show-piece, with you! *Free!*

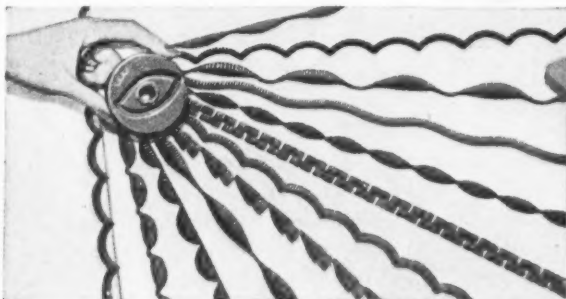
Why is Necchi the most famous automatic in the world? • It's the most advanced and easiest to use. • It's the fool-proof, tested, *proven* automatic. • It alone, sews straight and fancy, even without a disc. • It's the work-less automatic; each wonder wheel makes 14 basic fancy stitches.

Makes buttonholes without attachments. Sewes on buttons; mends, darns, bastes, blindstitches, hems, overcasts. Smocks, appliques, embroiders...automatically!

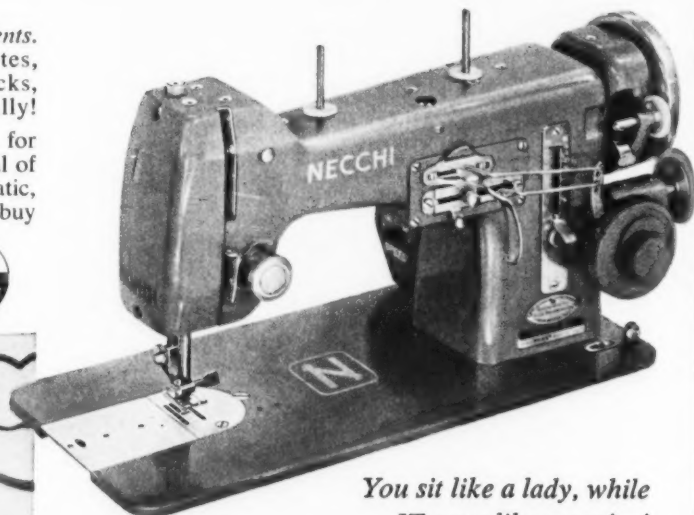
Comes in rich-wood cabinets; styles for every decor. Has U. S. Testing Co. seal of approval. It's America's first automatic, first with new sewing wonders. Don't buy any machine until you see a Necchi. *Free Sewing Lessons.* **Straight stitch model \$98.95**



With amazing one-finger lift-up. Lifts and lowers like a feather; automatically. No strain; a touch of your finger does it. Only Necchi has a needle light to prevent eye strain.



14 different basic fancy stitches with each wonder wheel. No need to keep switching discs. Each multiple-stitch wonder wheel (you just slip it on) makes 14 basic fancy stitches plus "1001" others. Stitches no other machine can make, like the "crochet" edge, a feature of the 1955 Necchi. Does 2-needle, 2-color work!



*You sit like a lady, while
IT sews like a genius!*

NECCHI AUTOMATIC

FREE! Send for "Modern Sewing for Modern Living." Dept. A525, Necchi Sewing Machine Sales Corp., 164 W. 25 St., N. Y. C. 1, N. Y. 3445 Park Avenue, Montreal, Canada. America's largest group of Sewing Circles; see phone book. Nationwide service. Parts always available.



Sheer "Poetry-in-Prints"*

by **Wamsutta**[®]
to be that elegant

The most exquisite of cotton sheers...done as only WAMSUTTA can. A "Good Conduct"* fabric...which means that its sheer loveliness is crease-resistant, completely washable and pre-shrunk. The superb designs were inspired by famous lines of poetry... the quotation is printed on each yard of the selvage. Ready for your most creative dressmaking, in the fabric departments of fine stores everywhere. This is a Tebilized[®] fabric.

WRITE FOR PATTERN NUMBERS.

*TRADEMARK WAMSUTTA MILLS, NEW BEDFORD, MASS.

GR-R-R-R!



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

Isn't it
heartbreak-
ing? You spend
hours, days, sewing
and fitting... only to
find—a few washings
later—your cotton's shrunk
so badly it hardly goes on at
all. Don't let it happen! Remem-
ber to look for the "Sanforized" trade-
mark on the bolt end of every cotton
before you buy. A "Sanforized" cotton can't
shrink out of fit or style—ever!

SANFORIZED

Saves the style protects you against shrinkage!



REEVES

Shirt Game prints



REEVES new shirtmaker cottons seam like a dream!

Here are compliments *by-the-yard* . . . to you from Reeves! The hit of the sew-your-own season is "Shirt Game" . . . dramatic new print collection on fine combed cotton.

Sanforized — so shrinkage is less than 1% — and colors guaranteed fast. Yours for happy seaming at about 89¢ a yard . . . a paltry pittance for such divine designs and colors. Look for them at your favorite fabric counter—they're identified by the Reeves "Shirt Game" tag.

Or write to Reeves Brothers Inc., Dress Fabrics Dept., 1071 Avenue of Americas, New York.

LEFT TO RIGHT,
in *Simplicity Patterns*:
Pointed collar blouse, in misses'
and junior sizes, No. 1012.
Suit blouse, No. 1090.
Scoop-neck blouse, No. 1127.
Boy shirt with French cuffs, No. 4313.
All in misses' sizes.



Peter Pan[®]

keeps you cool 'n crisp
and perky as
a penguin with
Tebilized[®]
crease-resistant

**SPRING
WILLOW
VOILE**

Gay, fresh patterns
that keep their
fast-color newness
through washing
after washing.

Peter Pan Fabrics
1071 Sixth Avenue, New York 18
Member of The Cotton Guild

look for the magic of **Peter Pan**
FABRICS

Magic Collar



1030 — For the dress that needs a lift, a new look (to distinguish it from last year's), or an alternate way of life — this magic collar. Above: Two puritan and two sailor versions. One size only, 35c. All Simplicity Patterns are printed.



You can buy
Interlon
for home sewing
at these and
other fine stores

Abilene, Texas	The Fabric Mart
Akron, Ohio	The M. O'Neil Co.
Atlanta, Ga.	Rich's
Atlantic City, N. J.	M. E. Blatt Co.
Baltimore, Md.	Hutzel Bros.
Baton Rouge, La.	Godchaux, Inc.
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Cincinnati, Ohio	Rollman & Sons Co.
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Colorado Springs, Colo.	Hibbard's
Columbus, Ohio	Morehouse-Fashion Co.
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Council Bluffs, Iowa	John Beno Co.
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Waterbury, Conn.	Howland-Hughes Co.
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Worcester, Mass.	C. T. Scherer Co., Inc.
Zanesville, Ohio	H. Weber Sons & Co.

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Goods Co.
Masur Bros.
M. Epstein
Ball Stores
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Kerr's Inc.
& Co., Inc.
Meyer Bros.
Fay Fabrics
Goods Co.
aufmann's
Frank Co.
Goods Co.
ubin & Co.
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*Quickest way to make
pretty petticoats and show-off underskirts:*

printed Interlon*

Absolute inspiration — non-woven INTERLON, now in *colorful prints*. Just cut and stitch — no finishing needed! With printed INTERLON you can make the smartest Spring petticoats—line your bouffant skirts with decorative pattern—have glamorous show-through underskirts for summer sheers. Two or three INTERLON prints plus a net overskirt give you exciting variety for your dancing dates!

You'll find INTERLON prints on both white and black backgrounds, in designs ranging from polka dots and florals to hearts, mesh, lacy effects: 37" wide, about \$1.39 a yard.

And to build and keep the fashion shape of everything you make—plain black or white INTERLON interfacing, 37" wide, about 89¢ a yard.

INTERLON is the new non-woven nylon and rayon fabric that's so resilient, completely wrinkle-resistant—packs flat, quickly regains shape. It's hand-washable, dry-cleanable; lightweight, porous and comfortable. Cuts in any direction (no waste), and can't ravel or snag. Stitches like a dream.

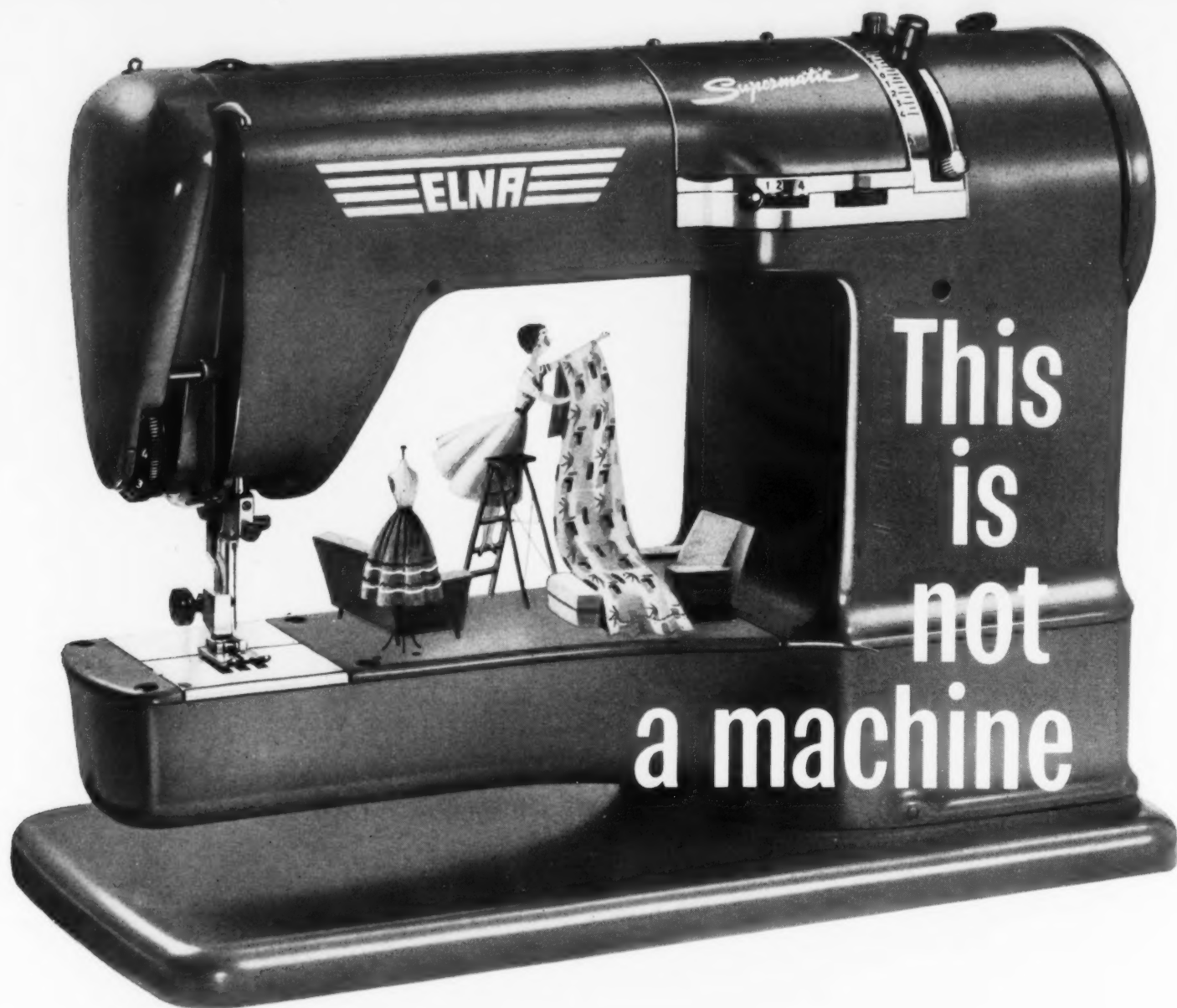
Ask your favorite store for this new sewing sensation. Free! Write us for booklet of quick and easy petticoat and party skirt ideas.



Interlon
the shape of fashion

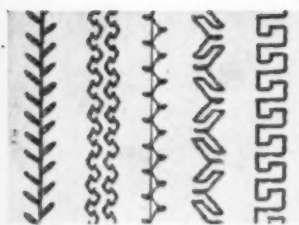
*A Trademark of

**WELLINGTON SEARS COMPANY,
65 Worth Street, New York 13, N. Y.**



...it's the world's greatest home-maker!

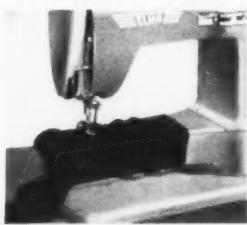
No matter what others claim, the new 1955 Elna
does more sewing jobs automatically...than any other make!



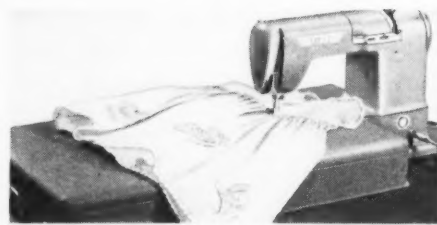
Unlimited glamour stitches that no other machine can make... because only Elna moves the fabric back and forth while the needle goes from side to side!



Amazing new pop-up discs make fancy sewing easy as playing a record. Just drop a magic disc in the "Magic Brain" for fabulous designs! To change discs, just press a button!



Even a free darning arm. No other leading machine has it. Darns, mends; almost invisibly. Elna sews unbreakable, stretchable seams on jersey.



The only portable with a full-size work table. Carrying case opens into a sturdy table in seconds. Elna sews straight and fancy, automatically; without attachments, dials or levers. Sew on nylon! The only portable with U. S. Testing Co. seal of approval.



The only lightweight full-size machine! So sturdy, yet weighs just 17 pounds. Easy to take away or store in closet.

Makes buttonholes; sews on buttons. Smocks, appliques, embroiders, monograms! You're literally cheating yourself, unless you see an Elna before you buy any machine! Does more, yet costs no more. Only Elna has a straight stitch machine that can be turned into a fully automatic anytime; never gets out-dated!

Free Sewing Lessons. Straight stitch model only \$179



Send for Exciting Free Color Booklet. Dept. EA525, Elna Sewing Machine Sales Co., 164 W. 25 St., N.Y.
 America's largest group of Sewing Circles; see phone book. Nationwide service. Parts always available.

ELNA *AUTOMATIC*
WORLD'S ONLY 100% AUTOMATIC!



tops

for your summer sewing

Everglaze® TOPPER PRINTS

by



So simple to sew . . . so pretty to wear . . . so wonderfully easy to care for—ABC's stunning Topper Prints in crease resistant "Everglaze" rayon. This is the exciting new rayon that *keeps* its shape and its fresh good looks, washes beautifully (the colors are tub-fast), and needs just the touch of an iron. The three unusual Topper Prints shown here are Circles, Inksplash, and Chairs. All come in a wide variety of fashion-right colors, and all are 36" wide. They're sold at leading stores everywhere. Choose a new "Everglaze" Topper Print for your summer wardrobe . . . and use one of these attractive Simplicity Patterns to make yourself a lovely, care-free dress.



- 1 Simplicity Pattern #1122; sizes 11-15, 12-18; 35¢
- 2 Simplicity Pattern #1120; sizes 11-15, 12-18; 50¢



Jewelry by Coro

Sheer Artistry IN ROMANTIC COMBED PIMA VOILES FROM THE NEW COLLECTION OF

Sheer beauty...in exciting colorful printed voiles. Each designed by a world-famed artist. Sheer bliss...the way they resist wrinkles, wash like a hanky. Look for the artist's name and design title right on the selvage...at better fabric counters in the U.S. and Canada.

Illus., Mother's Dress, Simplicity Pattern No. 1153 in "PASTORALE" print by Laura Jean Allen. Child's Dress, Simplicity Pattern No. 1143 in "TOY SHOP" print by Jacqueline Groag.

LOWENSTEIN
Signature®
FINE ART FABRICS

Original Designs by Members of
ASSOCIATED AMERICAN ARTISTS

SIGNATURE FABRICS by Belaire—a division of M. LOWENSTEIN & SONS, Inc., 1430 Broadway, New York 18, N. Y.

Simplicity

1955 Summer Pattern Book

Cover: Dramatic, as only stark white can be,
the season's willowy long-torso dress, its flow
broken at the hipline by a sweep of pleats. In Avondale
Sanforized Kerry cotton interfaced with Formite.
1077, sizes 11-18, 50c. Brilliantly contrasting stole
by Brooke Cadwallader. Photographed by Karen Radkai.

Watch for the Fall-Winter issue
of Simplicity Pattern Book
on sale August 15th

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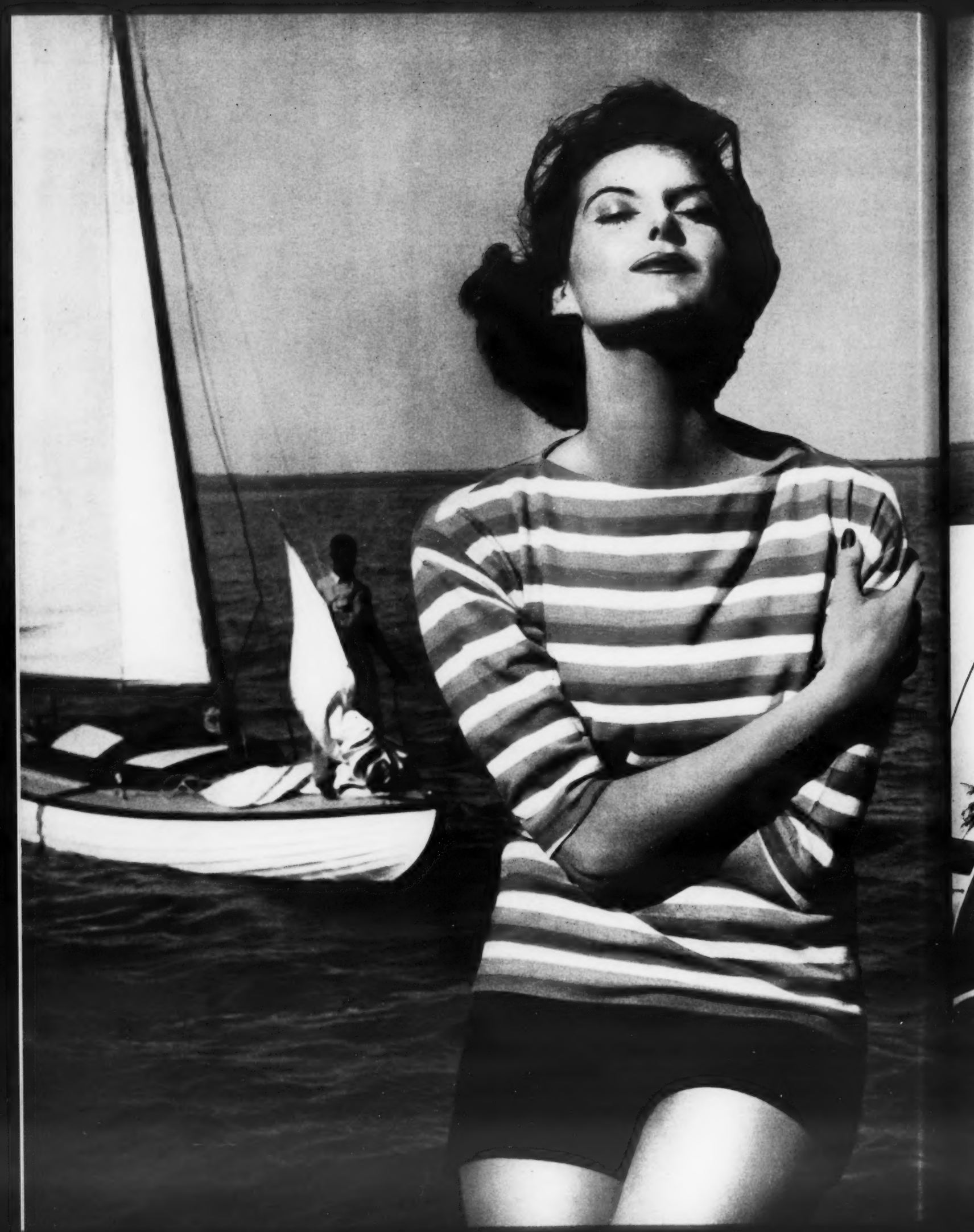
PRODUCTION MANAGER: Paul Vennick



New Fashions for a Season in the Sun

For your 1955 Season in the Sun, we present a collection of fashions designed to outwit soaring thermometers and keep you fresh and cool the prettiest way possible. Many of them are Simple-To-Make and most of them are in the new processed fabrics that practically care for themselves. With the accent on play, we feature unfitted middies, three-piece playsuits, and fancy pants in raving-mad colors. For balmy evenings, there are gossamer sheers and cottons in vivid floral prints or watery sherbet shades. Because city life goes on, too (at a more relaxed pace), we've included a portfolio of summer suits and dresses attuned to its exacting demands for comfort and chic. All the leading points of fashion are here for you to discover: the long torso, the eased shaping above the hips, the high square neckline with its medieval princess look, the gay Tahitian sarong. There is news for half sizes, for teens, for summer brides, and for this year's graduating class. Make your choices (this is the hardest part) and start to sew!

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Left: Our favorite sea saga —
a boat-necked overblouse, loosely fitted and so
Simple-To-Make. 1088, sizes 11-18, 35c.
Sailing shorts. 1173, sizes 12-20, 35c. Both
of Wyner Sag-no-mor worsted jersey.

A Season in the Sun



PAUL RADKAI

A portfolio of superb resort fashions, silhouetted against a sun-drenched West Indies seascape of churlish water and unblemished sky. Above, left: For non-professional sailors, this easy-cut midgy in Lowenstein Signature Fine Art print "Unicorns". Shorts of Lebanon Sanforlan Wash-a-Flan. 1170, sizes 11-18, 50c. Above right: A tapered pullover shirt of Cone Playtime denim. 1172, sizes 12-20, 35c. Shorts in Cone Cotton Gabardine. 1173, sizes 12-20, 35c. Bkvs. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



A Season in the Sun means lots of playclothes.

Above, left: Vividly contrasted, a collarless blouse in Wash-o-matic Belfast rayon. 1090, sizes 12-20, 35c. Cycling shorts in rayon and acetate gabardine. Both fabrics by Weil and Schoenfeld. 1173, sizes 12-20, 35c.

Above, right: To browse among the native wares in old Nassau's fabulous marketplace — a shirt of Fuller Fabrics Casualaire cotton surah plus walking shorts in Lebanon's Sanforlan Wash-a-flan. 4746, sizes 11-18, 35c.

Right: 1170 — An easy shirt and the briefest of shorts with two big shaped pockets for odds and incidentals. In Rice-Stix Topmost Rinkelset. Sizes 11-18, 50c. Collars and cuffs on all of these outfits are crisped with Pellon interfacing. Fashions have Talon Seam-Thin zippers and La Mode buttons. Large color photo: 1167 — Designed to lead a free, active life, this three-piece play suit with sleeveless blouse, short-shorts, and new briefly-pleated skirt. In a cool mauve of Peter Pan Everglaze Beeton checked gingham. Sizes 11-18, 50c. Revlon "Lilac Champagne" lipstick and nailpolish pick up its orchid tones. Smaller photo, in color: 1169 — Cited for fashion versatility, a playsuit that will go NEAR the water (but not into it). The strictly inspired touch: a saucy little whirling dervish of a skirt in a pastel print, lavender-lined for contrast. Of Peter Pan Everglaze cotton Taffeletea. Sizes 11-18, 50c. Bkws. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



PAUL RADKAI



1169

1167



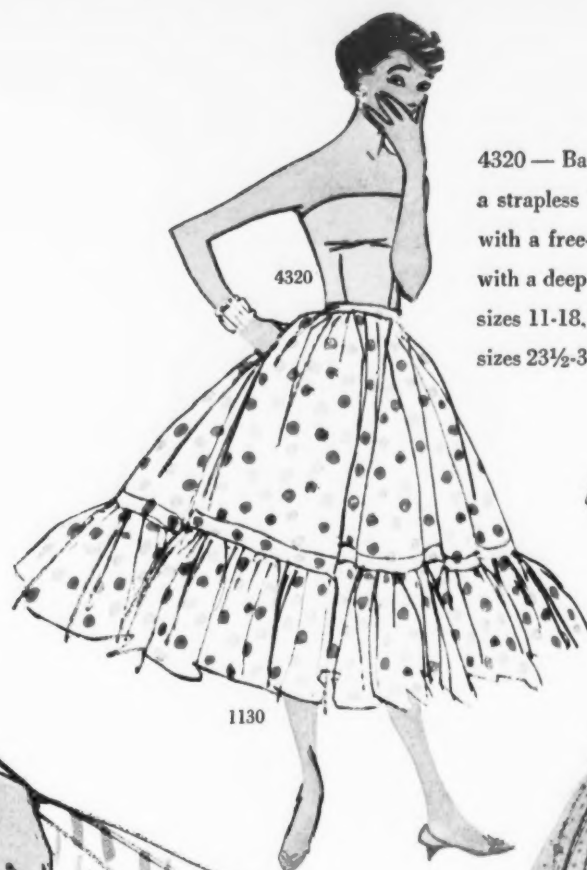
A Season in the Sun means beachtogs that can wander inland. In color: "Slightly Scarlet", Cutex' vivacious new shade of lipstick and nailpolish sets the theme for this costume with around-the-clock styling. Springs Mills adapts it to a brilliant tangle of roses for their "Slightly Scarlet" print of wrinkle-resistant Dazzle. We show it two ways — in a playsuit that's strapless and bare-of-midriff, in a curvy wrap-around sarong inspired by some South Sea Island beauty. 1168, sizes 11-18, 50c. Pellon to give permanent shape. Talon zipper. Upper right: Shown at the Bahamas Country Club, Nassau, B.W.I. — shorts and bra of Java Batik Kalua cloth. 1168, sizes 11-18, 50c. To chase chills, a shirt of Terri cloth. 4854, sizes 11-18, 35c. Fabrics by California Hand Prints. La Mode buttons. Lower left: Southern exposure on a playsuit of Indian Head cotton. Not shown — its sleeveless coat. Wright's rick-rack. Self-belt by Bac-A-Brand. 4715, sizes 11-18, 35c. Lower right: After a swim — this pull-on shirt worn over its own one-piece bathing suit. In Mooresville Mills Everglaze cotton. 1169, sizes 11-18, 50c. Bkws. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



PAUL RADKAI



4747 — A wonderful wardrobe to mix and mingle. Above, a scooped neck blouse with contrasting trim, paired with a full skirt. Pattern includes shorts and a little cover-up jacket. Sizes 11-18. 50c.



4320 — Bared to the sun, a strapless top is coupled with a free-wheeling skirt with a deep ruffle at hem. Top, sizes 11-18. 35c. Skirt, 1130, sizes 23½-30. 35c.



4968 — Cool as a sea breeze, the molded bodice gives way to an extravagant skirt. Sizes 11-18. 50c. Bkws. p. 64. Ydges. p. 64.



1175 — A parade of buttons punctuate the flowing princess lines of this well-tailored sun-dress. Featured: a high, square neck. Sizes 12-42. 35c.

Dressed for the sun

1168 — Keeping company with tropic
suns, this wrap-around sarong
has a becoming drape on the hip and
can be covered with a wisp of a
jacket. Sizes 11-18, 50c.



1168



1125

1125 — Cool and carefree, a
sleeveless blouse joins
a wrap-around skirt with big
patch pocket. Sizes 12-20, 50c.



4748

4748 — Styled for sun and shade,
a halter top and skirt are
mixed for easy summer living.
Sizes 11-18, 50c.



1178

1178 — This beachcomber's delight has
three refreshing sea-styled
scallops. Half sizes 12½-24½, 35c.
All Simplicity Patterns are printed.

MARIBETH OLSON

Dressed for the sun



1077

1077 — Good sun reception on a dress that is squared off fore and aft. The long torso is accented by a hipline and followed by lots of pleats. Comes in sizes 11-18, 50c.



1083

1083 — Inviting the sun to visit its low scoop neck — a dress with elongated waistline and wide banded skirt. Sizes 11-18, 35c.



1044

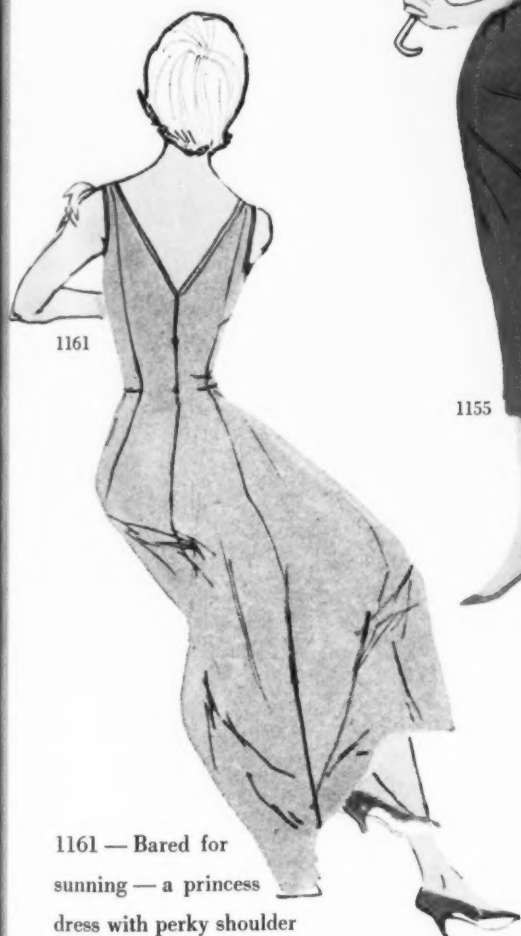
1044 — A full-skirted dress, its small, square collar threaded with ribbon and dipping to a sharp point in back. Sizes 11-18, 35c. Bkviews. p. 64. Yardages p. 66.

1085 — A summer favorite — the classic sheath, sleeveless and round of neck. Striking on, it's wonderfully Simple-To-Make. Sizes 11-18, 35c.



1085

1155 — A smooth-fitting sheath with short sleeves and a suntan-able neckline (back or front). Ultra-smart and Simple-To-Make. Sizes 12-20, 35c.



1161 — Bared for sunning — a princess dress with perky shoulder bows. Neckline story: square front, plunging back. Sizes 11-18, 35c.



1155



1081

1081 — A pointy collar frames the diving V neckline of this dress with all-in-one sleeves and inverted pleats centered on its wide skirt. Sizes 12-20, 35c.



1053

1053 — A two-piece jerkin sheath, featuring the season's big new square-in-front, V-in-back look. In sizes 11-18, 50c. All Simplicity Patterns are printed.

HARIBETH OLSON



1117

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MON R

STREET SCENE

Semi-Fitted Suit

The season's leading fashion trends

in a portfolio of cool and comfortable clothes that lend charm to the summer street scene.

In color: 1117 — The purest, narrowest of sheaths — superbly molded — in a beige print of long-stemmed poppies. On sultry afternoons, the dress goes sleeveless, baring its bateau neck.

On cover-up occasions, it takes a box jacket, intriguingly lined in the dress fabric. Of Lowenstein "Gentle Poppies" Signature print. Sizes 12-18, 50c. With it, Cutex "Slightly Scarlet" lipstick.

Pure Sheath

Right: 1035 — The mood — casually elegant. The costume —

a semi-fitted three-piece suit styled with the new easier jacket,

a notched cape collar, a sleeveless overblouse. Of Blackstaff

"Glentweedie" pure Irish linen, Tebilized and Sanforized. Sizes 12-20,

50c. Formite interfacings. BGE buttons. Talon zippers. Bkws. p. 64.

Ydgs. p. 66. Accs. p. 63. All Simplicity Patterns are printed.



Right: 1118 — The shirtwaist — sheer and sleeveless in this newest, airiest interpretation.

Center tab plus the kind of full skirt that is perfectly cast over a Formite petticoat. In White

Rose tissue gingham by A. E. Nathan. Sizes 12-20, 50c.

Below: 1074 — Fashion's darling this season — the two-piece long-torso dress with the slim look of a

sheath. Featured: Side tabs to accent its dropped

waist, a guimpe to fill in the curved neckline,

pleats for walking ease. In Fabrex Eyecatcher of rayon

and Acrilan. Sizes 11-18, 50c.

Bkviews p. 64. Ydgs. p. 66.

Accessories p. 68.

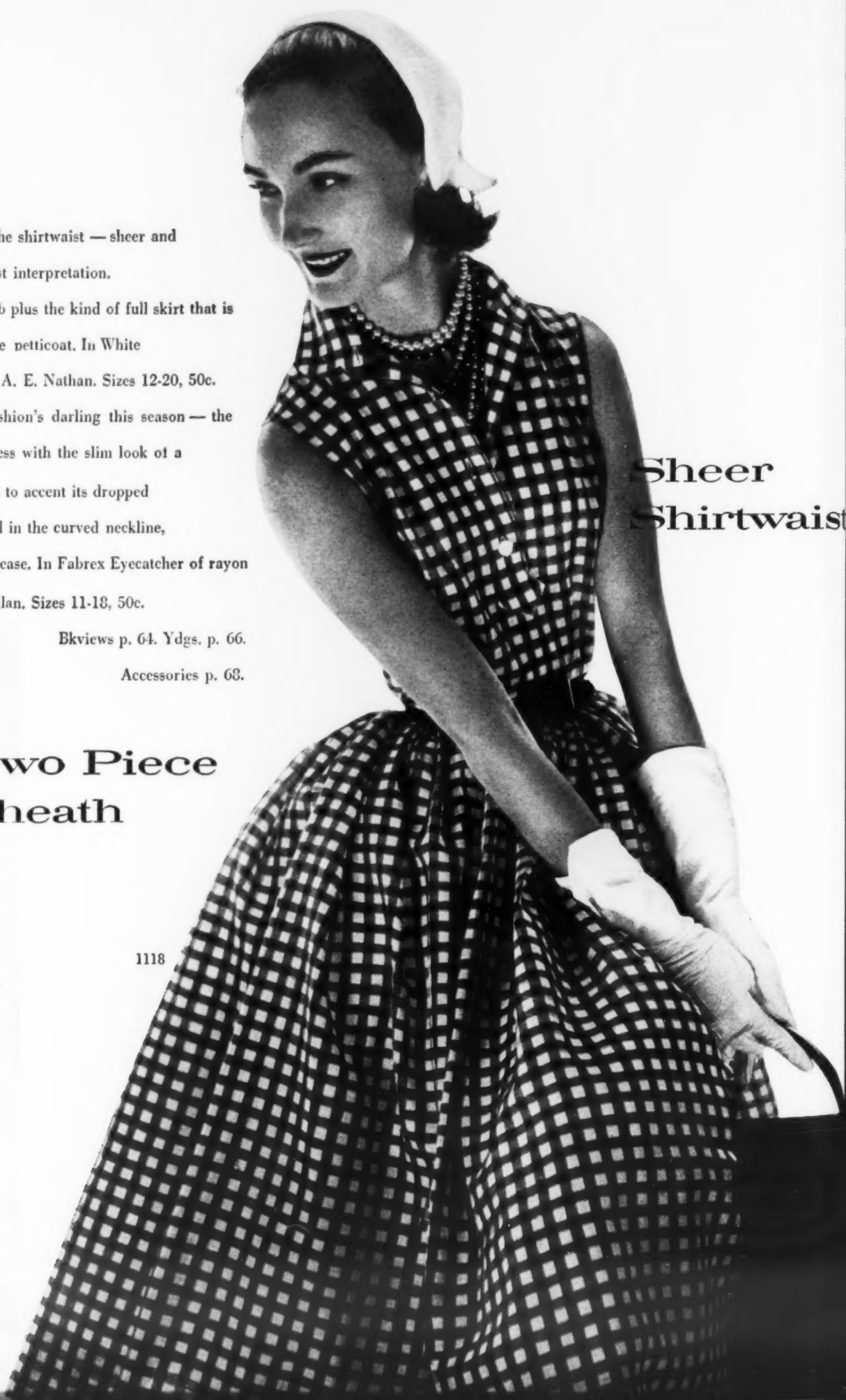
Sheer
Shirtwaist

Two Piece Sheath

1118

1074

MONROE



Long-Torso Dress



Above: 1040 — For the afternoon in town, this long-torso

dress, shaped to the hips and bellling out with dramatic suddenness into a skirt of knife-sharp permanent pleats. At collar and cuffs, a fresh

touch of white. In Lowenstein's Quint-

Pleat and Duraset. Sizes 12-20, 35c.

Right: 1034 — The ideal summer outfit —

a soft sheath dress that takes pretty cover

under a matching waist-length jacket, then sheds it to

reveal a wide V neck. Of Skinner rayon crepe. Sizes 12-20,

50c. These fashions, all faced with Formite, have Talon zippers. The buttons are BGE Originales. All Simplicity Patterns are printed.



Jacket Dress

1034

Photographed on the roof of the St. Regis



After Five: Sheers

The fragile, filmy look of sheers in four fashions designed to star after five.

Above, left: A dramatically gathered skirt and Simple-To-Make blouse in Beekman Fabrics' Robaix sheer tissue shantung. Skirt: 1033, 24-32, 35c. Blouse: 4350, 12-20, 35c.

Above, right: 1114 — Fabulous is the word for this season's shirtwaist dress, its bodice aglitter with rhinestone sprinklets. The fabric is Fisba Tabilized voile. The jewel trim is from Dorothy Flicek Industries, Inc., the sparkling buttons from La Mode. In sizes 12-20, 50c. The fashions on these pages are shaped with Interlon.

Opposite page, above: 1160 — A shirtwaist dress with the elegant airs of a prima donna. The bodice — daintily tucked and studded with Dorothy Flicek rhinestones — has soft, graceful three-quarter sleeves that push up. The skirt is a widespread flutter of unpressed pleats. Of Fisba Tabilized voile. Sizes 12-20, 35c.

Opposite page, right: 1033 — Midsummer night's dream of a skirt: Fran-Tex printed silk organza floated over a twin printed silk taffeta underskirt. Sizes 24-32, 35c. Decollete blouse of Fran-Tex plain taffeta, 1127, 12-20, 35c. Bkvs. p. 64. Ydgs. p. 66. Accs. p. 68. All Simplicity Patterns are printed.



1160



1127



1033

After Five: Piqués



Debutante of the season:
Pique, styled in grand manner.
1154 — Beautifully simple
princess dress with the new
straight-across bodice and a
feeling for stripes. In Lurex-
striped pique by St. George.
Sizes 11-18, 35c. All fashions
are Formite-interfaced,

1156 — A long-waisted dress
in flowered pique, lush as
some tropical garden. Graceful
scoop neck, fullness spring-
ing from the hips. The fabric:
Fran-Tex printed birdseye
pique. Sizes 11-18, 50c. Bkvs.
p. 64. Ydgs. p. 66. Accs. p. 68.





1157



1122

1122 — A two piece dress with camisole top that's long and notched at the hipline. The skirt has inverted pleats. Of Bates Matelasse pique. In sizes 11-18, 35c. These fashions all feature Talon Seam-Thin zippers.

1157 — Bold, splashy flowers on a full-skirted dress with narrow double straps. Of Davis and Catterall Sanforized Pierrette pinwale pique. In sizes 11-18, 35c. All Simplicity Patterns are printed.

After Five: Polished Cottons

Three cottons in a partying mood, all of them polished to glow warmly under soft lights.

In color: 1153 — A scooped-neck beauty with low-curving bodice — its skirt a brilliant sweep of unpressed pleats. In Wamsutta "Parfumerie Prints" cotton sateen. Sizes 11-18, 35c.

Below, left: 1115 — The rich look of an 18th century duchess in a dress with beautifully draped portrait collar and a skirt that's straight in front, gathered at the sides. Of Stoffel's Everglaze Reversatin. Sizes 12-20, 50c. Fashions, shaped with Interlon, are worn with Viv's dynamic "Vivid Red" lipstick.

Below, right: 1036 — Sophistication plus — this sleek-fitting sheath with its new high-squared neckline. In Max Mandel cotton lace over cotton satin. Sizes 11-18, 50c. Talon zippers. Backviews p.64. Yardages p.66. Accessories p.68. All Simplicity Patterns are printed.





CRAZY PANTS

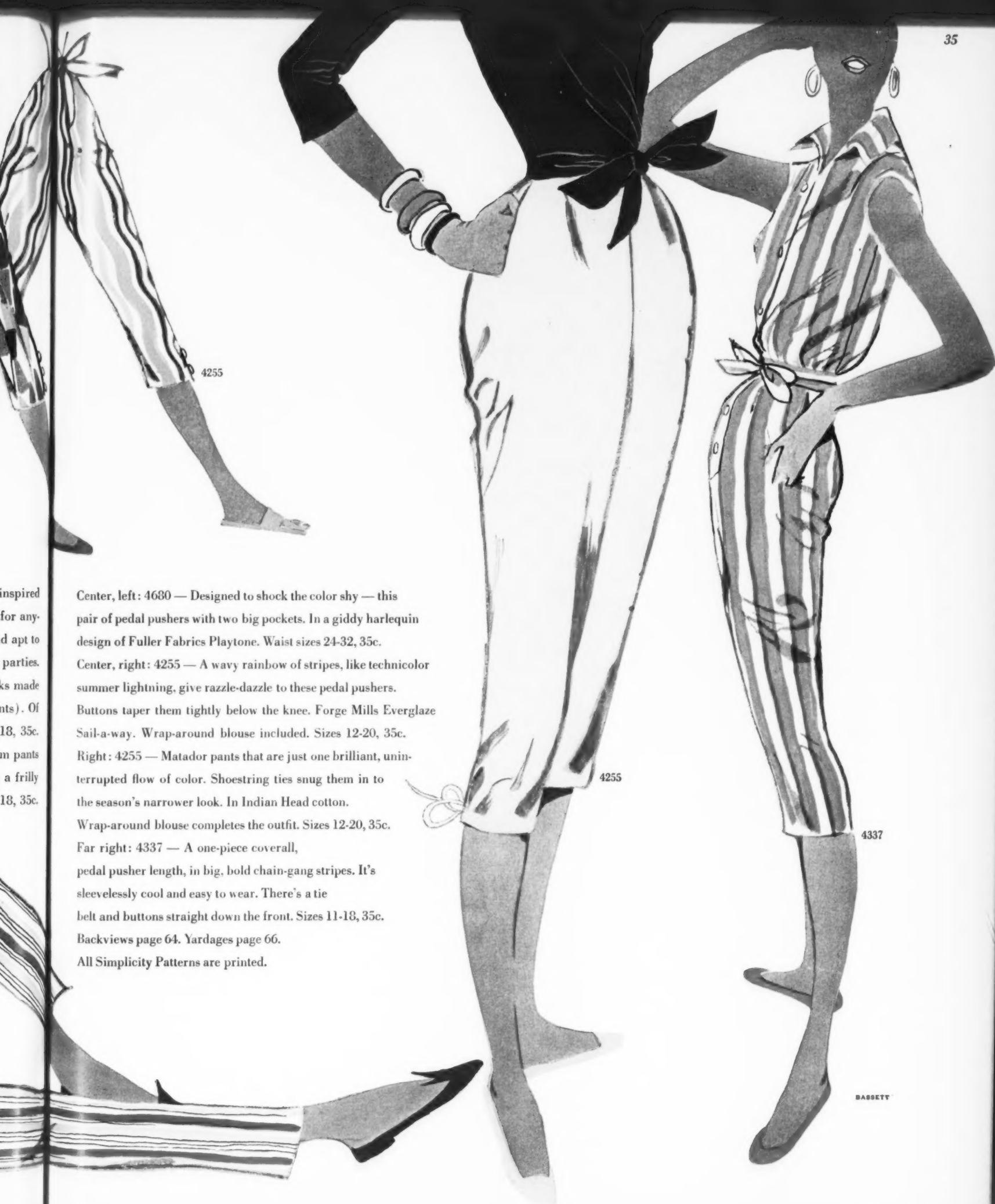


An act of gorgeous insanity, conceived during fashion's latest, wildest spell of inspired madness — the crazy pants. Crazy they are — for stripes, for prints, for anything that's brilliantly colored. Flamboyant they are, too, and apt to flaunt themselves in public — on the beach or at the smartest cocktail parties.

Left: 4464 — Ankle-length and tapering all the way, slacks made up in a wise owl print (never before known to pants). Of Fuller Fabrics Fullerset. With them — a plain overblouse. Sizes 11-18, 35c.

Below: 4464 — For spectacular lounging — these slim-jim pants shown in a fanfare of Wellington Sears Topsail stripes. Comes with a frilly shirt, cut like a matador's. Sizes 11-18, 35c.





4255

4255

4337

BASSETT

Center, left: 4680 — Designed to shock the color shy — this pair of pedal pushers with two big pockets. In a giddy harlequin design of Fuller Fabrics Playtone. Waist sizes 24-32, 35c.

Center, right: 4255 — A wavy rainbow of stripes, like technicolor summer lightning, give razzle-dazzle to these pedal pushers. Buttons taper them tightly below the knee. Forge Mills Everglaze Sail-a-way. Wrap-around blouse included. Sizes 12-20, 35c.

Right: 4255 — Matador pants that are just one brilliant, uninterrupted flow of color. Shoestring ties snug them in to the season's narrower look. In Indian Head cotton. Wrap-around blouse completes the outfit. Sizes 12-20, 35c.

Far right: 4337 — A one-piece coverall, pedal pusher length, in big, bold chain-gang stripes. It's sleevelessly cool and easy to wear. There's a tie belt and buttons straight down the front. Sizes 11-18, 35c.

Backviews page 64. Yardages page 66.

All Simplicity Patterns are printed.



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A Bedtime Story

Brief, as this season's bedtime story should be — a collection of cool summer nighties, beautiful dreamers all of them, and sparked with a pixy's genius when you make them up with pillowcase to match.

Above, right: 4980 — Pretty slumbering ahead for this calf-length nightgown with scalloped skirt. The top, styled like a peasant blouse, has puffed sleeves and an off-the-shoulder neckline.

Pert bows define its Empire bodice. Sizes 12-20, 35c.

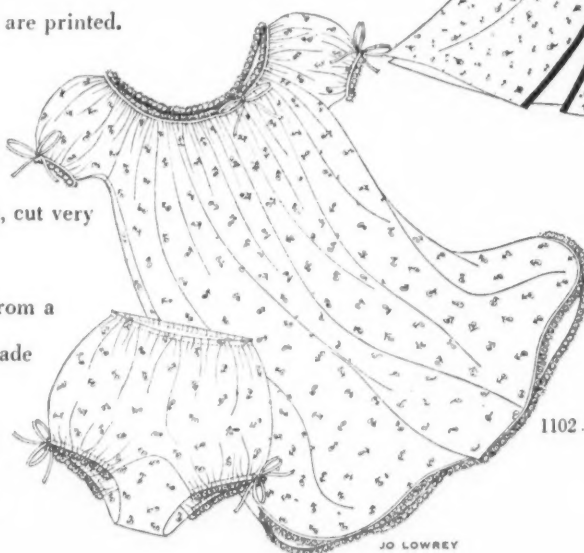
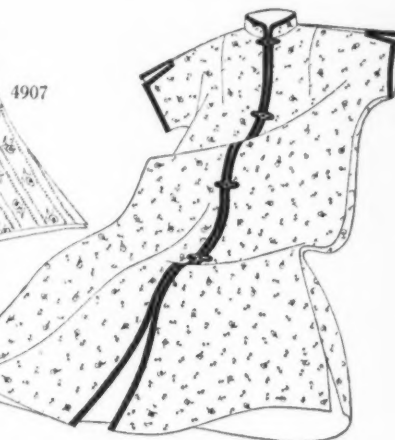
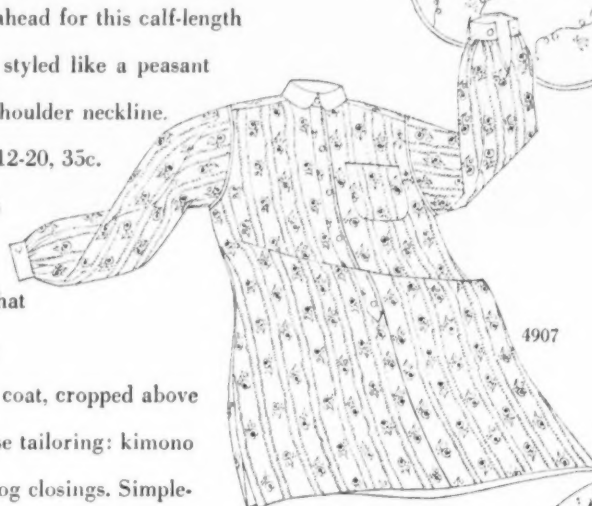
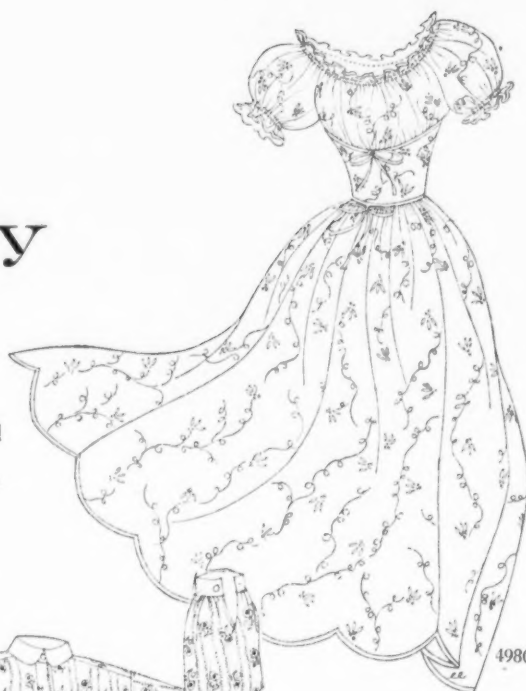
Center, right: 4907 — A night shirt that's really a shirt down to its last detail.

There's a back yoke, a center tab, sleeves that look wonderful rolled up. Sizes 12-20, 35c.

Center, far right: 4971 — Mandarin sleep coat, cropped above the knee, features all the niceties of Chinese tailoring: kimono sleeves, a high stand-up collar, and silky frog closings. Simple-To-Make, it doubles as a brunch coat. Sizes 11-13, 35c.

Bkws. p. 64. Ydgs. p. 66. All Simplicity Patterns are printed.

In color: 1102 — Light as a souffle in feeling, this ruffled nightie, cut very full, very short over quaint peek-a-boo bloomers. Sketch at right shows the front view. Sizes 12-20, 35c. Baby's gown bells from a square yoke. 4502, sizes 1-6, 35c. Elina-embroidered pillowcase made to match. The trio of Hush-a-Bye pillowcase prints, a Valencia fabric by Davis & Catterall. Cutex "Strike Me Pink" lipstick and nailpolish. St. Mary's luxurious Lamar blanket in Willow green.



The Elegant Look



Photo: 1132 — Accent on an intricately shaped collar, caped in back, diving to a deep V in front, faced with Interlon. Dress of Rosewood rayon Heatherlin of Courtald's Color-Ray yarn. Sizes 12-42, 50c.

Above, left: 1180 — Delightfully cool camisole top with brief shorts that fasten in back. Sizes 12½-22½, 50c.

Above, right: 1177 — Playsuit in three acts: shorts, sleeveless shirt, and button-down-the-front skirt. Sizes 12-44, 50c.



Because true elegance is not the exclusive property of late-day fashions (it's an intangible plus quality that even crops up around swimming pools or on back porches), we show it reflected in five charming casuals that look equally elegant at work or play. Featured are the important construction details favored by women of taste: the easy (but not really *full*) skirt, the slenderizing V neckline.

Above, left: 1097 — Elegance at home (but not confined there) in a dress with modified surplice bodice, sleeves cut-in-one, and a gored skirt with the gentlest of flares. The pointed neck and double-breasted buttons give an illusion of slimness where it may not exist — or emphasizes it where it does. Sizes 12½-24½, 35c.

Above, right: 1094 — Receptive to the sun, to compliments, to your prettiest jewelry, to a blouse when the weather is cool — this sleeveless dress with low-cut, slightly squared-off neckline, flattering gored skirt, and a single file of buttons to cajole an obedient eye straight up and down. Sizes 12-44, 35c.

Backviews p. 64. Yardages p. 66. Accessories p. 68. All Simplicity Patterns are printed.

The Elegant Look





For Women and Half Sizes,
fashions of elegance, beautifully
understated and equal to any
occasion. Left: 1133 — A portrait
dress with heart-shaped
neckline and a suggestion
of the new longer waist. In silk
shantung print by Belding
Corticelli. Sizes 12-44, 50c.
Right: 1007 — The softly
fitted suit-dress with gored
skirt. Sizes 12½-24½, 50c.



Opposite page. Left: 1093 — A basic dress with
easy-to-wear features — cut-in-one sleeves, a gored
skirt, and the new W neckline. Sizes 12-44, 35c.

Center: 1051 — An ensemble that's smart and wearable right into fall. The dress, flaring from small front tucks, has
the kind of V neck which seems to whittle waistlines. Its coat is loosely fit, dashing collar. Sizes 12-42, 50c.

Right: 1095 — A graceful interpretation of the long-torso idea, fashioned with a pretty little circle of scallops at the throat
and a flared skirt with four inverted pleats. Sizes 12½-24½, 35c. Clothes on these pages are shaped
with Interlon. Backviews p. 64. Yardages p. 66. Accessories p. 68. All Simplicity Patterns are printed.

Underskirt on stage — appearing alone with the surplice blouse to give the look of a dress. Perfect for dancing. 1123, sizes 11-13, 50c.



The overskirt finds a new partner in this bare wisp of a top with pretty scooping. 1127, sizes 12-20, 35c. Skirt: 1123, sizes 11-13, 50c.

Planned for Vacation

In the summer woman's fancy lightly turns to thoughts of vacation. To prod her fashion thinking, we show three basic outfits chosen for their ability to change partners and moods. Above each: two flirtations that resulted in happy marriage.

1123 — Surplice blouse plus understudy skirt of "Shell Hunt" print from Hanora's International Designer Collection. With it, a gored overskirt of Indian Head "Talent-set" cotton. Sizes 11-13, 50c. Pellon facing. Bkws. p. 64. Ydgs. p. 66. Accs. p. 68.

The long-torso top repeated with tab-detailed shorts and a change of fabric. Lebanon's Sanforlan Wash-a-jersi. 1124, 11-18, 50c.



A new treatment of the overblouse: in Wellington Sears Sanforized Top-sail. Mounted against contrasting shorts and jacket. 1124, 11-18, 50c.

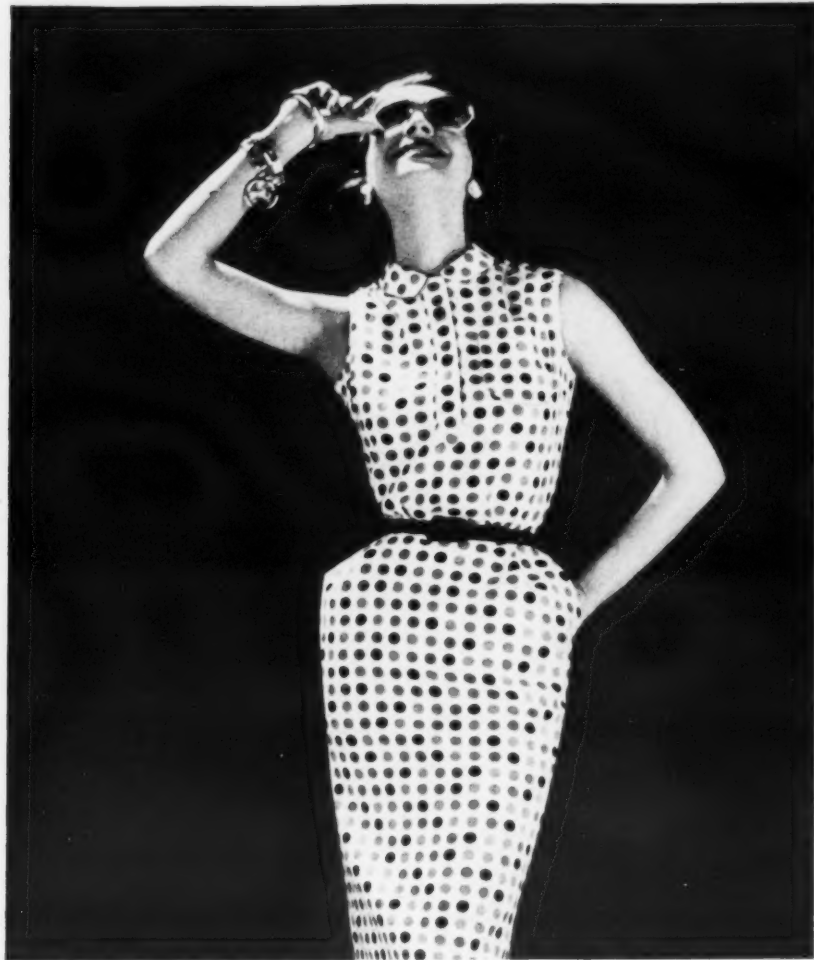
The shirtwaist takes a jacket of Folker Fabrics County Cork, punctuated with low-set tabs. 1054, sizes 12-20, 35c. Dress: 1118, 12-20, 50c.



Cover-up for the shirtwaist dress: this Simple-To-Make short coat of Botany's Mariella. 4191, sizes 11-18. 50c. Dress: 1118, sizes 12-20. 50c.



1124 — The long, supple silhouette in a two-piece dress of Tumbleweed by Scottdale Mills for Kluth Southwest Converters. Sizes 11-18, 50c. Costumakers buttons. Interchangeable parts and fabrics shown above.



1118 — The ever-popular shirtwaist dress, trim and sleeveless. A Folker Fabrics County Cork print of Avisco rayon with Unidure finish, through H. Bates. Size range: 12-20, 50c. All Simplicity Patterns are printed.

Playclothes that can take it



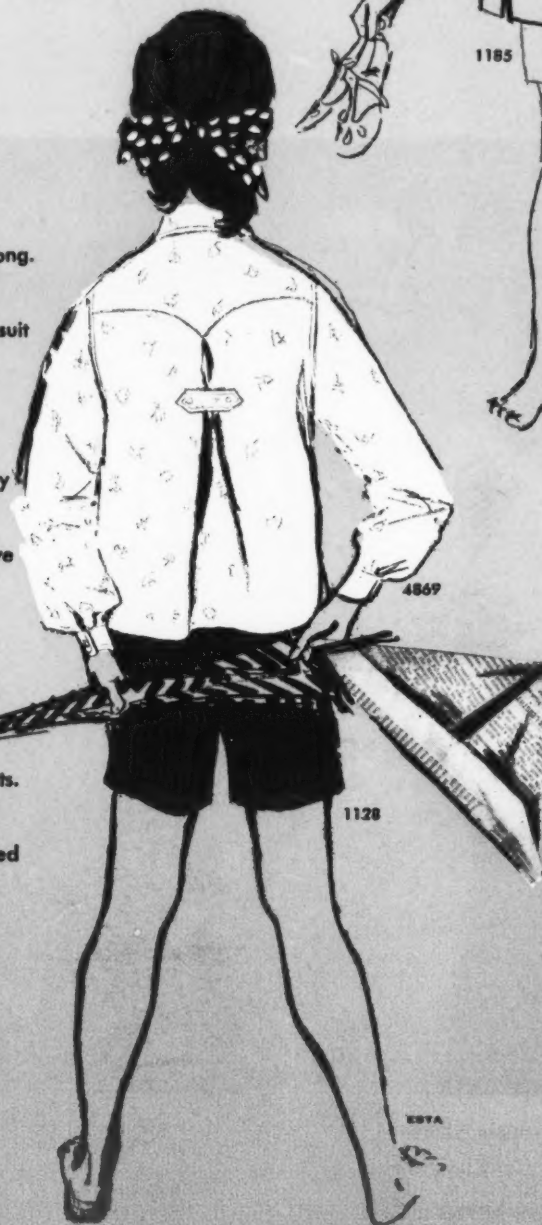
A section of sturdy, livable, outdoor fashions planned for youngsters who will be hard at play all summer long.

Left: 1188 — Ship-shape and ready to swing into action, a one-piece playsuit with sailor collar, patch pockets, and pedal-pusher pants. Sizes 1-6, 35c.

Right: 4869 — This Simple-To-Make shirt has an inverted pleat (spanned by a tiny tab) springing from its back yoke. Sizes 4-14, 35c. Shorts have front pockets. 1128, sizes 7-14, 35c.

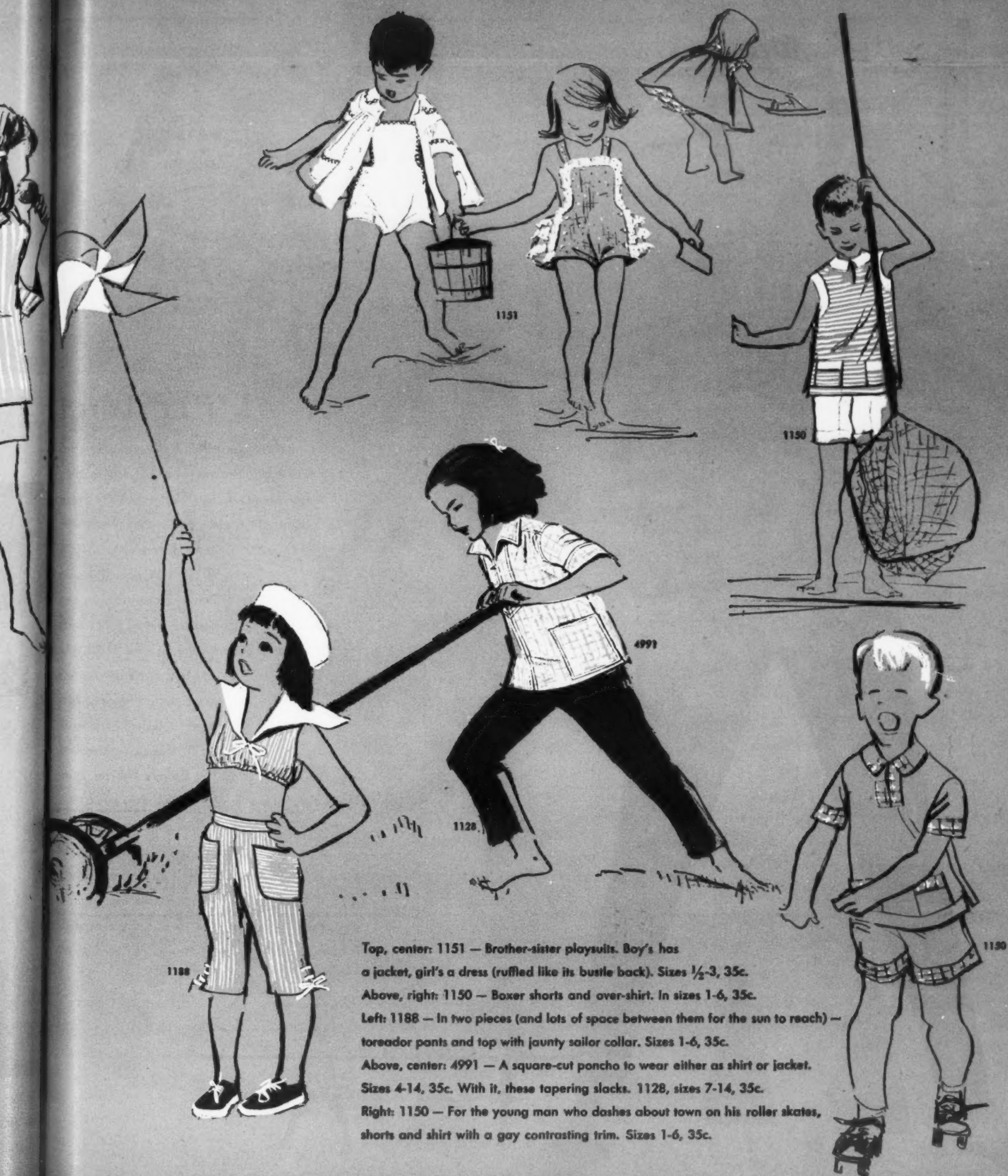
Above, center: 1146 — The playtime classic: a sleeveless shirt plus cuffed shorts. In sizes 7-14, 35c.

Above, right: 1185 — Freedom of play in pullover shirt and shorts. Sizes 7-14, 35c. Bkvs. p. 64. Ydgs. p. 66. All Simplicity Patterns are printed



1128

ESTY



Top, center: 1151 — Brother-sister playsuits. Boy's has a jacket, girl's a dress (ruffled like its bustle back). Sizes $\frac{1}{2}$ -3, 35c.

Above, right: 1150 — Boxer shorts and over-shirt. In sizes 1-6, 35c.

Left: 1188 — In two pieces (and lots of space between them for the sun to reach) — toreador pants and top with jaunty sailor collar. Sizes 1-6, 35c.

Above, center: 4991 — A square-cut poncho to wear either as shirt or jacket. Sizes 4-14, 35c. With it, these tapering slacks. 1128, sizes 7-14, 35c.

Right: 1150 — For the young man who dashes about town on his roller skates, shorts and shirt with a gay contrasting trim. Sizes 1-6, 35c.



4901

1059



4982



4942



4947

Printed

The spice of teen life — these gay, spirited prints that lend themselves to friendly mixing.

Large photo: A shirt of Reeves Lazy Susan print. 4901, sizes 10-16, 35c. Worn with tapered slacks in Reeves cotton. 1059,

sizes 24-28, 35c. Blouse is reshuffled twice — with its own pedal pushers and with Bermuda shorts. 1059, in sizes 24-28, 35c.

At left: For a devastating effect on the junior stag line, this flower-splashed dress with fitted midriff, shoestring ties, and wide, dreamy skirt. Of Brenda Fabrics Everglaze Taffetized cotton print. 4982, sizes 10-16, 50c.

On cool evenings it finds a perfect teammate in the Simple-To-Make jacket shown above. 4942, sizes 10-16, 35c. For the tiny-waisted effect teens love, a ruffle-bedecked petticoat spun out over Pellon. 4947, sizes 10-16, 35c. Talon zippers.

Costumakers buttons. Bkws. p. 64. Ydgs. p. 66. Accs. p. 68.



4901



4901

1059

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pun out
zippers.
s, p. 68.



1016



1060



1182



1182

For Teens

Left: 1182 — Fashion news that's very fit to print — shorts and bra in Ely & Walker Quadriga cotton. Its two partners: a wide, wonderful skirt and an overblouse that's smartly slashed at neckline and side seams. Sizes 10-16, 35c.

Far left: 1016 — The daintiest of floral motifs twine gracefully on this Simple-To-Make afternoon dress. Midriff is underlined with ribbon (three times for emphasis). In Panaglare screen-printed Pettipoint of Celanese acetate by Lawrence Fink.

For flowing contrast — its ensemble-maker coat. Sizes 10-16, 35c.

Lower left: 1060 — A print that gives the illusion of stripes is featured on this pert dress with contrasting tie and skirt of unpressed pleats. In Fruit of the Loom Tarnmoor Regimented cotton. Self-belt by E-Z Buckle Co. Its own V-neck jumper may be worn separately or over the dress. Sizes 10-16, 35c. All Simplicity Patterns are printed.



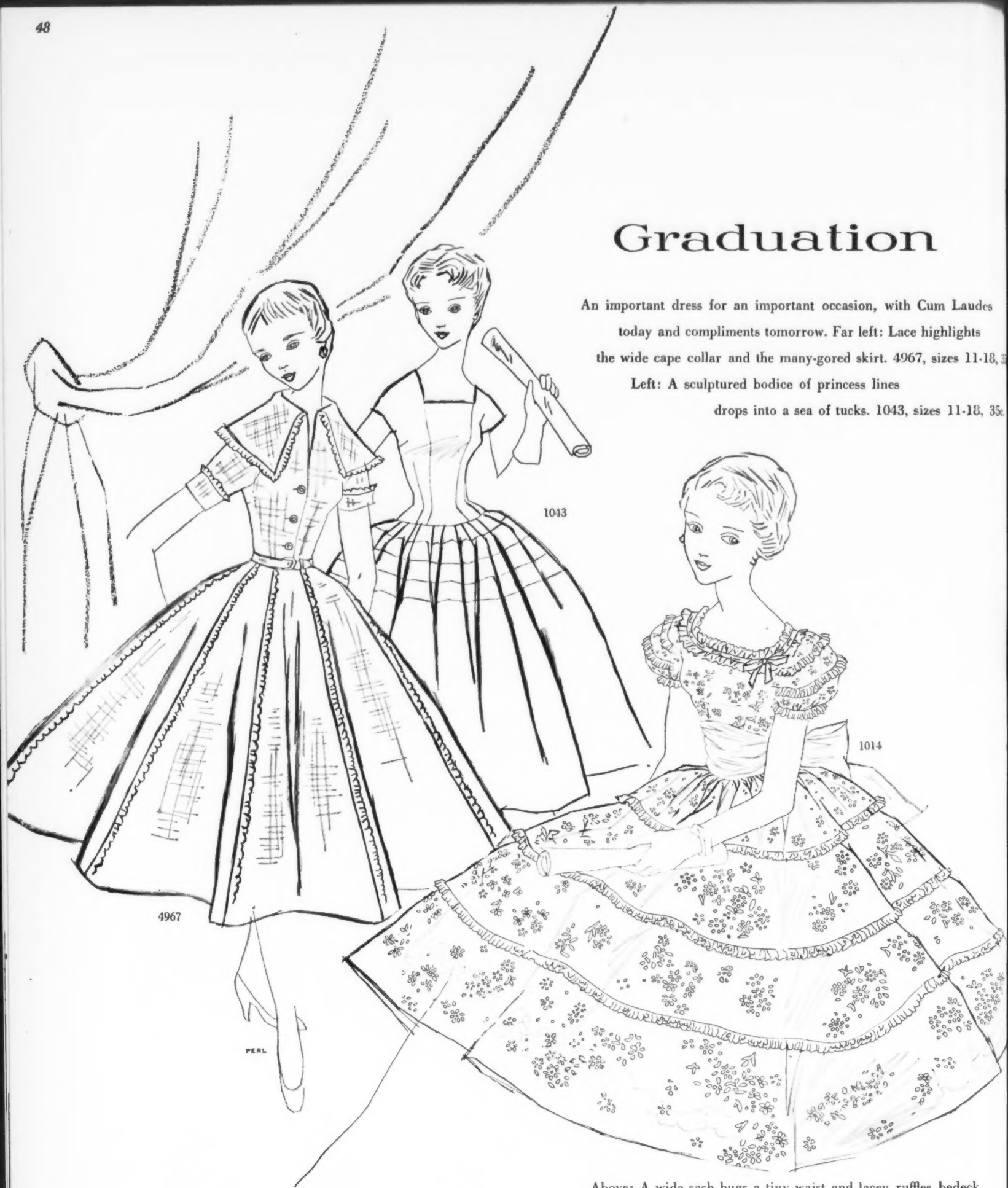
1060

Graduation

An important dress for an important occasion, with Cum Laudes today and compliments tomorrow. Far left: Lace highlights the wide cape collar and the many-gored skirt. 4967, sizes 11-18, 35c.

Left: A sculptured bodice of princess lines

drops into a sea of tucks. 1043, sizes 11-18, 35c.



Above: A wide sash hugs a tiny waist and lacey ruffles bedeck a billowing skirt. Lace is seen again at the becoming neckline and on the puffed sleeves. 1014, sizes 10-16, 35c. Bkws. p. 64. Ydges. p. 66.



Three dresses styled to create an ovation from the audience. Left: A sleeveless dress boasts a deep-pleated skirt and snug jacket. 1120, sizes 11-18. 50c.

Center: A boat-necked dress scoops way low in back and the skirt features tucked detail. 1083, sizes 11-18, 35c.

Right: The flattering line of a softly draped collar adds elegance to the excitement of the day. 4969, sizes 11-18, 50c. All Simplicity Patterns are printed.



Brides: 1955

Old traditions blend with new and our bride wears pique, frosted with lace medallions on bodice and skirt. 4697, sizes 11-18, 50c. Buttons by Wm. Prym. Veil by John Fredericks. Formite interfacing. The flower girl's dress is trimmed with lace on collar and skirt. 1109, 1-6, 35c. Dresses: Ely and Walker Gilbrae pique with Land o'Lace appliques and trim by Emanuel Roth. Flowers by Goldfarb. Bkws., p. 64. Ydgs., p. 66. All Simplicity Patterns are printed.

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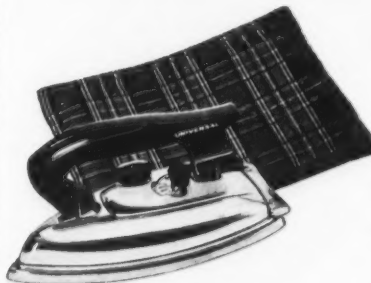
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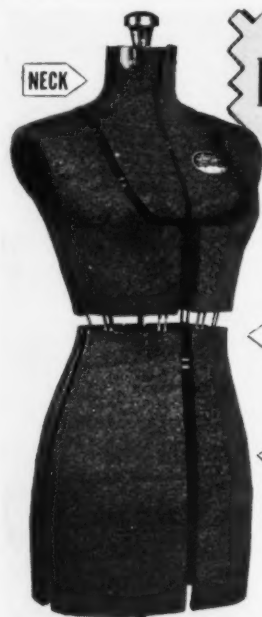


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Below: 4150 — A western shirt, for the man with a taste for fishing trips and camping out. It has shaped shoulder yokes and a pair of patch pockets. Neck sizes 14-17, 35c.



Above: 4981 — For the look men prefer after office hours, this casual shirt with button-down pocket and back yoke. Sm., med., lg., and extra lg., 35c.



Below: 4107 — For top billing in the wardrobe of a well-dressed man, this patch-pocket sport jacket. Sizes 34-44, 35c.



Above: 4696 — Lined swim shorts, elasticized at the waist, with their own short-sleeved beach shirt. Sm., med., lg., 35c. All Simplicity Patterns are printed.

Dear Reader...

A few months ago we sent a brief questionnaire to a small group of readers of *Simplicity Pattern Book*. The answers were so interesting and so helpful in our planning that we want all of you to be able to participate in our "Picture of Our Readers." So — won't you answer the questions on this page? (Most of them need only a check mark after the proper answer.) Then fold as shown on the sheet, seal and drop in the mail right away. It is all addressed, and do not put on a stamp. We will pay the postage. You need not sign your name unless you wish, but please do check your correct age bracket. Thank you all, ever so much!

Cordially yours,

Virginia Hale
Editor



FOLD DOWN ON THIS LINE. THEN FOLD IN HALF AGAIN.

Name and address (if you wish) _____

Do you live in . . . a city _____ a town _____ a rural area _____?

Age (please check your group) . . . Under 20 _____ 20-27 _____ 28-35 _____ 36-45 _____ 46-50 _____ over 50 _____

Are you . . . married _____ single _____ widowed _____?

Occupation? Homemaker _____ Employed _____ Employed and also keep house _____ Student _____

Is your yearly family income . . . Under \$3,000 _____ \$3,000-\$4,999 _____ \$5,000-\$7,499 _____ \$7,500-\$9,999 _____ \$10,000 or over _____?

How many children of these ages are in your household?

AGE	GIRLS	BOYS
Under 6 years	_____	_____
6-12 years	_____	_____
13-18 years	_____	_____

Do you . . . own your home _____ rent a house _____ rent an apartment _____?

Your education? Grade school graduate _____ High school graduate _____ College graduate _____
Business school graduate _____ Took special courses at college or business school _____

Do you buy *Simplicity Pattern Book* . . . regularly _____ occasionally _____?

How many persons besides yourself read your *Simplicity Pattern Book* _____?

About how long do you keep each issue? 1 year or more _____ 6 months - 1 year _____ 4-6 months _____ 1-4 months _____ less than 1 month _____

About how many patterns do you choose from each issue? _____

How do you rate yourself in sewing? Expert _____ Average _____ Beginner _____

Do you own a sewing machine? Yes _____ No _____

Is it . . . electric _____ operated by foot treadle _____?

How old is your sewing machine? 1 year or less _____ 2-5 years _____ 6-10 years _____ 12-15 years _____ over 15 years _____

About how many garments have you made in the past year?

For yourself or other adult woman _____	For an adult man _____
For a girl 12-18 _____	For a boy 12-18 _____
For a girl 6-11 _____	For a boy 6-11 _____
For a girl under 6 _____	For a boy under 6 _____ For an infant _____

FOLD FLAP BACK ON THIS LINE AND SEAL

What type garments have you made for yourself or adult woman and/or for a teenage girl? (*Check which*)

Dresses ____ Jumpers ____ Blouses ____ Skirts ____ Jackets ____

Coats ____ Suits ____ Slacks ____ Shorts ____ Playsuits ____

What is the average price-per-yard you usually pay for fabrics? Cottons ____ Woolens ____ Rayons ____ New man-made textiles ____

Do you shop for fabrics by brand name? Yes ____ No ____ Sometimes ____

Is the fabric advertising in Simplicity Pattern Book of help to you in selecting your materials? Yes ____ No ____

What type fabric do you like LEAST to work with? Cotton ____ Wool ____ Rayon ____ Mixtures ____ New man-made fibres ____

Would you like more information on how to work with, and what kind of performance you can expect from,
new man-made fibres such as (*check which*): acrilan ____ dacron ____ dynel ____ nylon ____ orlon ____?

Do you ... knit ____ crochet ____?

Is your laundry done ... at home ____ at a commercial laundry ____ both ____?

For home laundering do you prefer ... cake soap ____ soap flakes or powder ____ detergents ____?

Do you wear ... a girdle and bra ____ a one-piece foundation ____?

Besides patterns, fabrics and sewing notions, on what other items would you

like information in Simplicity Pattern Book? (*Check which*)

Cosmetics ____ Shoes ____ Hosiery ____ Lingerie ____ What other? ____

Do you plan to buy in the next year or so any of the following items? (*Check which*)

Sewing machine ____ Washing machine ____ Ironing machine ____ Electric iron ____ Vacuum Cleaner ____

TV set ____ Radio ____ Record player ____ Stove ____ Refrigerator ____ Freezer ____ Furniture ____

Household linens ____ Rugs ____ Canning equipment ____ What other household items? _____

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4726, sizes 1-6, 35c.



Above: A junior classic: the tailored shirt with contrasting collar

and pocket. 4543, sizes 4-14, 35c. Below: Set for geography or just rough and tumble, a plaid shirt and cuffed pants that will tow the mark.

2969, sizes 2-8, 25c.



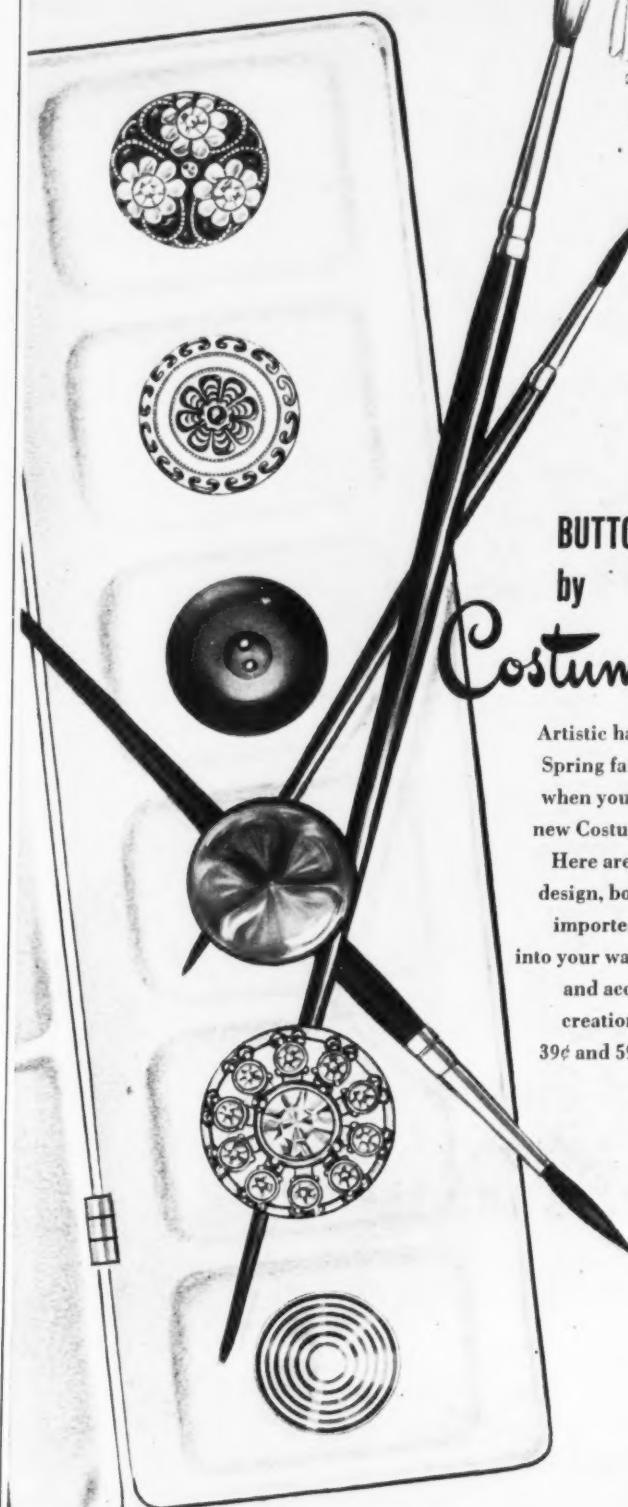
Above: Sporty as a home-run, this shirt takes on a Big League look in plaid.

Has deep side pockets.

4912, sizes 4-14, 35c.

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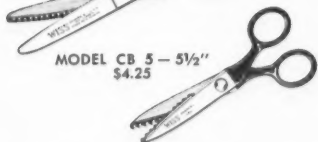
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Embroidery Accents



Bold stripes, embroidered on a Pfaff, lend dash to toreador pants and overblouse of Rice-Stix Topmost Rinkelset. Pants: 4255, 12-20, 35c. Blouse: 1088, 11-18, 35c. Transfer: 4958, 35c.



Leaves and butterflies encircle this dirndl skirt of Indian Head Talent-set cotton. 4648, in sizes 23½-30, 35c. Embroidered on an Elna. Transfer: 4959, 35c. All Simplicity Patterns are printed.

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1125 — Twists of embroidery add verve to jacket and shorts of Weil & Schoenfeld Wash-O-Matic Belfast rayon. 12-20, 50c. Embroidered on a Necchi Automatic. Transfer: 4958, 35c. All Simplicity Patterns are printed.

Half Sizes



1137 — For women who like sophistication tempered with prettiness, a princess dress with flattering shoulder-frame neckline. Of St. George "Amalfi", an Everglaze cotton peau de soie. In sizes 12½-24½, 50c.



1098 — A beautifully tailored dress which may double as a jumper. Top stitching and a column of La Mode buttons accent its slimness. In Burlington Redondo. Sizes 12½-24½, 35c. All Simplicity Patterns are printed.



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At Home



Left: "At

Home" in style. This

gay wrap-around dress is half print, half plain with patch pockets. 4683,

sizes 12-20, 35c. Center right: This

short-sleeved smock is dress-length and has divided pockets and a yoked back. 4979, sizes 12-44, 35c.

Center left: The wrap-around goes nautical with a crisp white sailor collar. The sea-blown skirt is hugged tight with ties. 4973, sizes 12-20, 35c. Above: A short smock has cap sleeves and is gathered from the yoke. 4978, sizes 12-42, 35c. All Simplicity Patterns are printed.

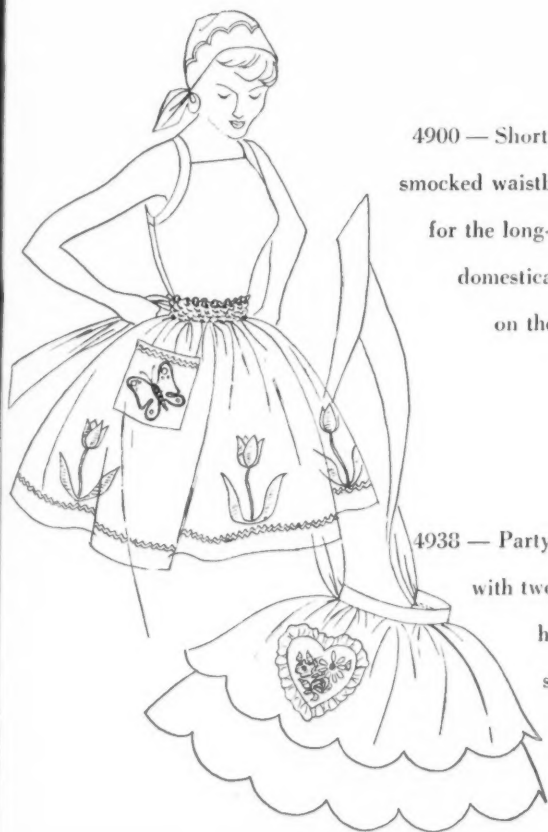
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4858 — To preside over outdoor barbecues or indoor roasts, a Simple-To-Make one-yard apron with potholder mitts and matching pockets. One size 35c. All Simplicity Patterns are printed.



4938 — To whip up with a one-yard remnant — this curvy little apron, all beruffled and beribboned. The artful touch: a dainty bow placed at the crest of each scallop. In one size. 35c.

4900 — Short, frothy little apron with smocked waistband. Transfer included for the long-stemmed tulips and the domesticated butterfly appliqued on the pocket. One size, 35c.



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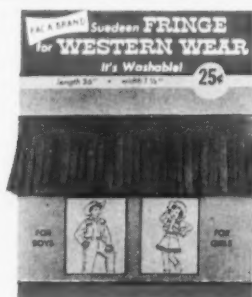
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Lady in Waiting



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1026 — The suit with a life as long as summer. Topped with a frosty white puritan collar. Jacket in Mallinson's Rustik rayon & acetate check. Sizes 11-18, 35c. La Mode buttons.



1100 — Accent on the fetching neckline of a party-designed top in Rajah silk by H. Bates. Lace lingerie trim by Bloch-Winitz. Sizes 11-18, 35c. All Simplicity Patterns are printed.



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Send me immediately the fabric swatches featured in this issue. I enclose \$3.00 for 1 year's membership dues, which is deductible from my first order, so that my membership actually costs me nothing. Also, \$1.00 for one year's subscription to *Simplicity* Pattern Book, starting with next issue. (NOTE: If you already have a subscription to *Simplicity* Pattern Book, you are not required to enclose the \$1.00.)

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For the
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smoothest
ironing

New HOOVER steam or dry iron
with the only

stainless steel soleplate

No other iron is so smooth, so snag-free, so scratch-free because the soleplate is *stainless steel*! Faster on any fabric . . . easier, steam or dry . . . safer for delicate new materials. Exclusive Hoover "channels" spread steam evenly over the fabric—from the big 45-minute reservoir. Switch up, it's steam. Switch down, it's dry. Switch to Hoover for the world's smoothest ironing.



Also new button-saver tip . . .
extra fabric settings . . . new
faster-heating element . . . just **\$19.95**

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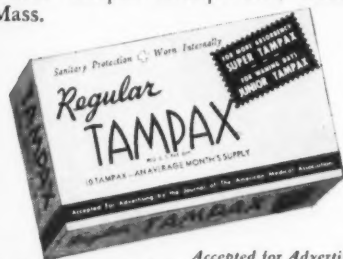


You're on your own now!

You've reached the stage when you're making the decisions about what you wear, eat, buy and do. Yet perhaps there's one thing hanging over from the old days that's definitely making a certain part of the month more of a problem for you. It's the question of which sanitary protection to use.

You owe it to yourself to weigh the advantages of Tampax. Tampax—invented by a doctor—is based upon the medically approved principle of internal absorption. Besides its comfort and ease of disposability, Tampax has many psychological advantages. You feel more at ease with protection that prevents odor from forming... that does away with uncomfortable and embarrassing bulk... that's so dainty and fastidious, wearer's hands need not even touch the Tampax.

Get a package of Tampax at any drug or notion counter and examine it. Note the disposable applicator, the pure white surgical cotton Tampax. Weigh Tampax against the cumbersome belt-pin-pad harness. Wouldn't it be far *nicer* to use Tampax? Choice of 3 absorbencies: Regular, Super, Junior. Month's supply goes into purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association
TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

Look how easy it is to
**KEEP YOUR
IRONING
CORD
OUT OF
THE
WAY**

Guaranteed by
Good Housekeeping
as BEST ADVERTISED DESIGN



Actual Height 20 1/2"



Folds flat for easy storage

Mary PROCTOR CORDMINDER 3.95

- Ends mused ironing
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- Iron plugs directly into Cordminder

See your dealer or mail coupon

FREE Special Offer with each mail order:
Mary Proctor Wrinkle Eraser — gets rid of annoying hard-to-iron wrinkles.

Proctor Electric Co., 3rd St. & Hunting Park Ave.,
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Send me _____ Cordminders at \$3.95 plus 10¢
handling charge, include **FREE** Wrinkle Eraser.

☐ CHECK ☐ MONEY ORDER

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At Last! A dress form that
**Adjusts to My
Exact Figure!**



**NEW 1955
QUALITY
QUEEN** Pat.
Pend.

**ONLY \$2.95
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Excitingly New!
**As Indispensable
As Your
Sewing Machine**

IMAGINE! A dress form as modern as tomorrow!
IMAGINE! A form that allows shoulder adjustments without changing the bustline. In all—14 sections that adjust independently... easily... and exactly to personal measurements!
DURABLE, finished in easy-to-pin-to two-tone jersey. If you sew—you can't do without QUALITY QUEEN! Just wait 'til you try it!
Order QUALITY QUEEN now, in time to make a Whole New Wardrobe!

MAIL THIS HANDY COUPON TODAY!

QUALITY QUEEN FORM CO. DEPT. SP-5
1228 W. Kinzie St., Chicago 22, Ill.

Check here:

☐ Please send me your free illustrated booklet.
☐ Rush my new QUALITY QUEEN! I enclose \$2.95 deposit (check or money order) and agree to pay \$2 a month until the low price of \$14.95 is paid. If I'm not completely thrilled after 10 days I may return it and my \$2.95 will be returned immediately. This is an UNCONDITIONAL MONEY-BACK GUARANTEE.

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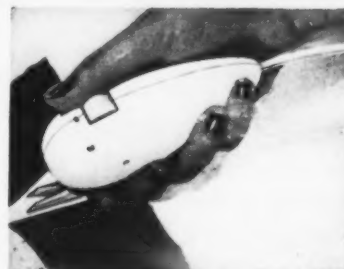
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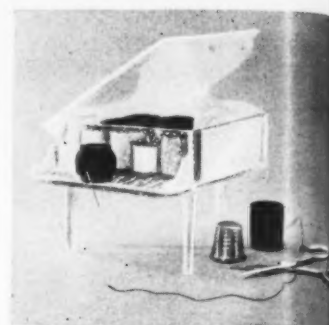
ZONE _____

STATE _____

Sewing Circle



Another milestone along the road to quicker, more efficient home sewing — an *Electrical Scissors* from John Dritz to eliminate the manual labor involved in cutting out patterns. Shaped like a streamlined razor with a pair of sharp blades projecting from the underside, it will cut through any fabric (even double thicknesses). Plug cord into an AC outlet (it won't work on DC), cradle cutter in your hand, and press button on top. Comes with its own case and blade protector. \$9.95 at notion counters.



Designed to delight the home sewer — this miniature piano adapted from the big concert grand model and filled with a complete array of sewing accessories. The fittings inside include assorted spools of brightly colored thread, a needle, thimble, and pair of scissors. Emptied of its contents, the *Piano Duet* makes a handsome cigarette container or a spangled jewelry box. It's made by Belding Corticelli and available at department store notion counters everywhere for \$1.75.



The handy little dot snap has turned into a butterfly. It now comes in a wide variety of colors, textures, and designs aimed to add decorativeness to its other striking features. Laundryproof and rustproof, these snappers are made with hold-fast points so that they may be transferred to blouses, shirts, or vests with nary a stitch of the needle. Each card of John Dritz Dot Decorative Snaps has 8 United-Carr Fastener snappers plus an attaching tool. 49c.

Compounded of only the finest materials, *E-Z Tailors' Chalk* is used by the garment industry to transfer pattern marks cleanly and distinctly. There are 4 pieces in each box and you have your choice of all white or an assortment of colors (black, red, yellow, and white). 10c a box at notion counters. From the same company (not shown), a tube of 36 sparkling *E-Z Rhinestones* with settings. No tool — and none needed. 25c.

The Center of Attraction



Three custom-tailored belts, all lavished with embroidery: Using E-Z Buckle's 1 1/4" backing, this smart twin-buckle belt. Transfer pattern 4958, 35c. Embroidered on a *Singer Sewing Machine*.

Right: For an accessory that is yours alone, monogram a contour belt at its widest point, then buckle it in back. Pattern 4040 includes transfers for one initial in six styles. 25c. The belt we feature is a *Bac-A-Brand* 1 3/4" contour. Embroidery was done on a *Bernina Sewing Machine* with Coats & Clark's O.N.T. machine embroidery thread.

Below: Charming companion for dirndl skirts, a wide 2 1/2" *Bac-A-Brand* belt, laced in front. Four-color strawberry transfer (4548, 25c) was embroidered on a *Morse*. All Simplicity Patterns are printed.



Don't bother with **BUTTONHOLES!**



EASY to put on — CAN'T come off!

Gripper® Snap Fasteners go on in seconds without special tools, can't chip or break. No buttons that keep popping off; no buttonholes that take hours to make and maintain! And even *littlest* youngsters can dress themselves!

USE GRIPPER
BRAND
SNAP FASTENERS!
for professional results

REGULAR (in 2 sizes): Nickel, white, black. 25c per card.
PEARL (syn.): For "dressier" clothes. White, red, blue. 50c

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Scovill Mfg. Co., Waterbury 20, Conn.

For all who Sew
JOIN this fashion service FABRIC CLUB

for choice fashion fabrics
... always in good taste

JOIN and CHOOSE from carefully selected quality fabrics - fashion-right, priced right... with a member's 10% CASH DISCOUNT. Compare how this plan gives you the ultra in fabrics and services. As a club member you will receive these and many other benefits:

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JOIN TODAY by returning coupon with your \$3.00 membership fee. It's that easy!



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2221 Howard St., Dept. 5555 Chicago 45, Ill.
I would like to join your Fabric Service Club and am enclosing \$3.00 herewith. I understand, as a member, I may deduct 10% discount from all fabric purchases.

Check Money Order
Name (please Print)
Address
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Fiesta Fashions

Lavished with rick-rack, contrasting bands add a gay southwest touch to a blouse and skirt in the traditional "squaw" style. 4946, sizes 10-16, 35c. All Simplicity Patterns are printed.



Swing your partner and watch your skirt swing high, wide, and pretty! The scoop neckline and the three tiered skirt are banded with ribbon. 4629, sizes 10-16, 35c.

* it's that fabulous **Relax-A-cizor** you read about in **MADEMOISELLE**



* **USE AT HOME**... look your loveliest. Your prettier, trimmer figure excites romantic glances! New popularity... new happiness for a new YOU!

REDUCE

waist, hips, tummy
in size—NO DIET!

NEW—No vibration, no massage, a truly easy NO-EFFORT way!

ROMANCE begins with a pretty figure. Now you can lose excess inches from your waist, tummy, hips and thighs... without diet or weight-loss... **QUICKLY, EASILY**... while you **REST** luxuriously at home! Relax-A-cizor gives you a delightful new kind of beautifying, slimming exercise that requires **NO EFFORT!** You **RELAX** and enjoy reading, sewing... even **SLEEPING** while Relax-A-cizor removes those excess inches almost like magic... and it does **NOT** make you tired like regular beauty exercises.

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Diet may cause sagging and loss from bust, neck and face. Relax-A-cizor does *not*, it, instead, *firms* and *tightens* your waist, hips, thighs and abdomen. **FACIAL** attachment exercises muscles around **EYES** and **THROAT**. *Don't risk your health*... this is the safe, sensible, economical home method praised by thousands of users. Home model 6 approved by Underwriters' Laboratory.

... **FEATURED IN MADEMOISELLE** by Health & Beauty editor. 2 full pages, March '51 issue. **READ WHAT OTHER USERS SAY:** "4 inches removed from abdomen."—Mrs. M. F. "2 1/2" from hips."—M. A. "Dress size was 16, now 12."—C. P. Many women lose an inch or two the first few days! You may lose less — or MORE.

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... "How to Reduce" information... **FREE** figure analysis... **FREE** Trial Treatment. *No obligation.* Also **SOLD BY MAIL** on **MONEY-BACK GUARANTEE** in areas where we do not have representatives.



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FREE "How to Reduce"

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FREE! Please send free details about "HOW TO REDUCE" size of hips, waist, abdomen, legs. NEW way. No cost. No obligation. No salesman call. Sent in PLAIN envelope. (PLEASE PRINT).

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Make this sun set with **DOT** SNAPPERS



Toddlers'
Sun Suit and Dress
with Dot Snappers
Simplicity Pattern No. 1151

Save
over
3 hours'
sewing
time!



Nothing to sew!

Only Dot Snappers
have this professional attaching tool.

Why spend hours making buttonholes, when Dot Snappers go on in minutes? Have the same fabric-flat laundryproof fasteners you find on good ready-made garments. Dot Snappers are easy to put on with the special attaching tool. You save time other ways, too, with these modern fasteners. They work in a flash, go through the laundry like a breeze. Be sure you get genuine Dot Snappers. Ask to see the attaching tool. At notion counters only; no mail orders, please. John Dritz & Sons, New York 10, N. Y.

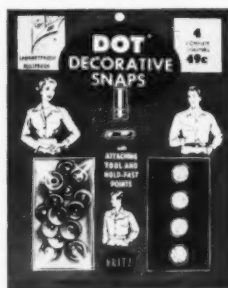


DOT SNAPPERS KIT

\$1.00
Refills 25¢

DOT SNAPPER PAK WITH ATTACHING TOOL... **25¢**

Don't ever try to attach snap fasteners by make-shift methods! If you want to experiment with Dot Snappers before you invest in the complete kit with professional attaching tool, ask at notion counters for the Dot Snapper Pak with attaching tool. John Dritz & Sons, New York 10, N. Y. With simulated pearl caps, as illustrated, 49¢.



snap! it's open!

snap! it's closed!

it's a snap with

DOT

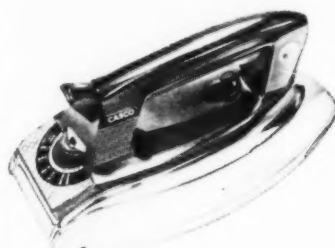
ANOTHER DOT PRODUCT OF UNITED-CARR FASTENER CORP.



Reproportion Your Figure

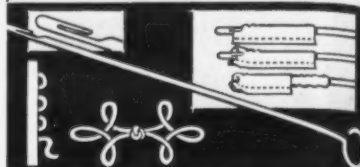
This lightweight machine pares off unwanted bulges while you relax in bed with all the easy controls at your fingertips. Relaxacizor exercises for you by generating tiny electrical impulses that contract flabby muscles. Result: a trim, well-toned body. Obtain information and arrange for a free trial treatment in your area by writing to Relaxacizor: Dept. S, 665 Fifth Ave., N.Y.C., N.Y.

Glamour Irons



Refuting the notion that irons must look like drab workaday appliances — Casco's ravishing new model in smart decorator colors. Yours to choose from crimson, grey, or green, all with a gold-finished fabric dial and six settings for steam ironing. Easy to fill with plain tap water, these irons will steam away for an hour or more in any position (flat or upright). Wonderfully practical for refreshing draperies while they hang. Deluxe Casco Steam and Dry Iron, \$19.95.

FRASER FASHION NEEDLE (BIAS TURNER)



Turn BELTS—BUTTON LOOPING—CORDING—FABRIC "SPAGHETTI"—All sizes, lengths and fabrics.

YOU NEED THE FASHION NEEDLE for WARDROBE—HOME DECORATING—GIFT SEWING.

The FASHION NEEDLE turns stitched bias strips right-side-out quickly, easily... any width... any length—any fabric—WITHOUT TWISTING SEAMS. Easily insert cable cord at same time. Perfect results every time.

SMART FASHION TRIM—custom designers use "Spaghetti" detail for simple elegance in fashionably expensive styles. You learn easy shortcuts from our "Spaghetti" art pattern book. Free with each fashion needle.

INEXPENSIVE ACCESSORIES—make professional "Spaghetti" handbags, scarves, ties, collars, belts, stoles, slippers, etc., from scraps or inexpensive glamour bias.

FOR CHILDREN—"Spaghetti" trim small boy-shirts, jackets, spreads with cowboy and space designs. Use to decorate little girls' clothes, doll accessories, lampshades.

REPAIR, RE-STYLE, PEP-UP—Use "Spaghetti" trim to mend rips, burns, stains—enliven last year's wardrobe with decorative frogs, medallions, monograms. New necklines easily made from inexpensive "Spaghetti" trim.

MAKE MONEY—MAKE GIFTS—with inexpensive glamour bias. Sell your "Spaghetti" designs—frogs (always in demand), hats, collars, etc., to local stores.

SPECIAL OFFER

Send \$1.00 today for FASHION NEEDLE with ILLUSTRATED PATTERN BOOK. The encyclopedia of "SPAGHETTI" ART. Or, send \$2.00 for introductory gift-making package, includes FASHION NEEDLE, PATTERNS, ready-to-use GLAMOUR BIAS, plus special materials to make your choice of smart, exciting gifts. NO C.O.D. Money back if you aren't delighted with your—

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WE CARRY A MINIMUM STOCK
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- All orders are mailed postpaid.

The \$2 membership fee is deductible from your first order.

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LOOK AT THESE SPECIALS...
for members only: 45" Fade-proof, heavy rayon-linen (for dresses or drapes), crease-resistant, washable, pre-shrunk, sun-fast, 12 colors. Regularly \$1.98 yd.; club member price, ONLY 99¢ yd.
36" Imported Irish Linen, crease-resistant, 20 colors. Regularly \$2.95 yd.; club member price, ONLY \$1.29 yd.
(Please give alternate color choices)

JOIN TODAY!

California Fabrics Club, Dept. 14 A
Mather's Department Store
Pasadena, California

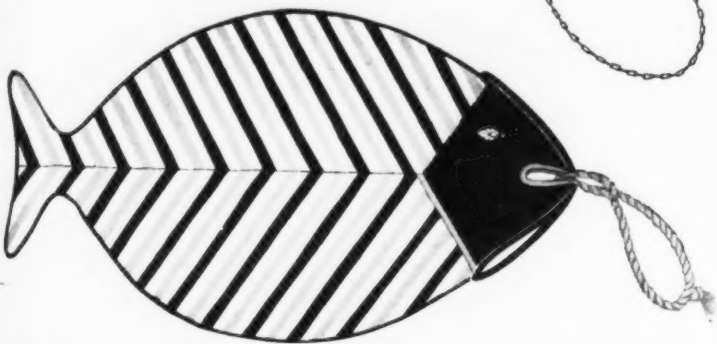
Gentlemen: I have enclosed \$2 for my full membership. I understand I may deduct this amount from my first purchase and all purchases are GUARANTEED!!

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Vacation Belles

Gay, giddy-mooded beach accessories that make sparkling conversation pieces: Peek-a-boo bonnet in brilliantly striped denim. As sun-bait, wear it with its white pique lining turned back into a deep cuff. \$5.95. Coordinated waterproof beach bag, shaped like an overnourished blowfish, has big jewelled eye. \$10. Always losing your sunglasses? Try these. Collapsible and rhinestone trimmed, they're made with a chain to anchor them around your neck. \$4.50.

From Marietta Larsen, 358 5th Ave., N.Y.C.



E-Z —Your Guarantee of... Style! Beauty! Economy!



"ADDED NEW FEATURE"
5 Eyelets Included in Each Package

1½", 2", 3". Various different styles to choose from. In Black, White, Beige. Comes with easy-to-follow instructions in handy cellophane package. **From —25c and up.**

E-Z BELT AND BUCKLE KIT

The new wide width E-Z Belt and Buckle Kits make it easy to create your own belt and buckle to match any dress. Gives outfits that smart, tailored look. Adhesive is always right for applying, no ironing needed. Belt Backing guaranteed washable, dry cleanable. Widths ½", ¾", 1", 1½", 2", 3". Various different styles to choose from. In Black, White, Beige. Comes with easy-to-follow instructions in handy cellophane package. **From —25c and up.**

E-Z FABULOUS FABUCKLES

The buckle that women demand! For all self-fabric needs... applied without heat... individually carded... prong enclosed... 63 different styles. Sizes: ½", ¾", 1", 1½", 2", 3". **From 15c.**

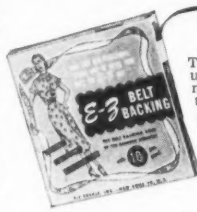


E-Z RHINESTONES

Comes with beautiful settings. Use to decorate anything and everything—dresses, belts, hats, bags, stoles, gloves, collars, etc. E-Z to attach. Comes complete with attaching tool. Individually carded. **36 for 25c.**

E-Z EYELETS

Easily attachable... ideal for belts, drawstrings, on bags, lacings, etc... in 16 most popular colors. Consists of 20 eyelets, 2 prongs and attaching tool. Conveniently packed in non-breakable polyethylene tube—mounted on a card with instructions. **Priced 25c.**



E-Z BELT BACKING

The backing most used by garment manufacturers! Attractive dispenser box feeds backing as needed. Washable... dry cleanable... retains lustre and always looks new... colors to harmonize with any fabric... Sizes: ½", ¾", 1", 1½", 2", 3". **10 to 25c per yard (according to width).**



E-Z CONTOUR BELT

For any matching or contrasting material. In black, white and neutral. Comes in one adjustable size to fit 24" to 36". Double coated adhesive filler. So easy to make it turns out perfect every time! **\$9c**

Available At Your Favorite Notion Counter

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E-Z —Your Guarantee of Style! Beauty! Economy!

Introducing The New Amazing E-Z LACELOK In 3 Different Styles



E-Z LACELOK



E-Z JINGLE LACELOKS



Guaranteed to keep shoe laces tied at all times... even under heaviest strain. Ideal for children... avoids accidents, no more tripping on laces. Gives a neat appearance to men's shoes. Excellent for athletes. In White, Black, Red, Light Blue, Pink and Brown. Easy-to-use. **Only 29c.**

Keeps shoes tied under heaviest strain. Children can't stumble over loose shoe laces. Jingle makes pleasant sound... will locate child. Prevents accidents at sport and play. Teenagers will love them. Lace Lok actually relieves the instep of pressure... relaxing the feet. Easy-to-use. In 6 colors—Black, White, Red, Light Blue, Pink and Brown. 1-Bell Lace Lok 39c-a pair, 2-Bell Lace Lok 49c-a pair.

Available At Your Favorite Notion Counter



E-Z PARVA BUCKLES

For shoe straps, wrist bands, ankle bands, hat bands, chokers, etc. No holes or prongs. Easy-to-adjust. 5 different styles: ¼, 5/16, ¾, 1½, 2". Gives smart appearance. In White, Black, Pink, Wheat, Brown, Light Blue, Red, Silver, Gold, Orchid. **2 Buckles for 25c.**



E-Z NAIL HEADS

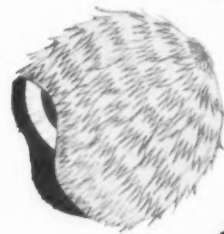
For decorating wearing apparel. Belts, hand bags, dresses, shoes, scarfs, gloves, hats, etc. In 6 different style shapes... Pearl, Cut Diamond, Flat, Filigree, Star and Spiral. E-Z to attach. Assorted colors... Silver, Gold, Red, Green, Royal Blue, White Pearl. **73 for only 25c.**

Blue, Gun Metal, Turquoise, Red, Silver, Gold, Orchid. **2 Buckles for 25c.**

E-Z BUCKLE, INC., NEW YORK 10, N. Y.

Vacation Belles

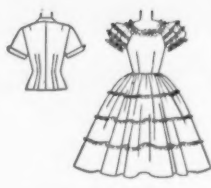
To attract attention above sea level — a ruffled bathing cap with bustle back (Ruffles and Bows, \$2.50) — a pixy cap with layers of rubber icycles (Gamine, \$4.98). Both feature Sava-Wave bands.



Waterproof beach bags in two shapes: Roomy pouch printed with a school of fish (Whale of Fun, \$2.95); striped tube suspended on wooden frame (Haitian, \$3.95). All from I. B. Kleinert's.



1077



1007



1014



1016



1016



1033



1034



1034



1035



1035



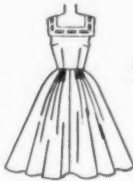
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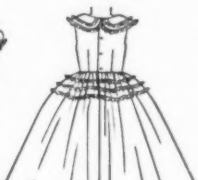
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4991

Astounding[★] SEWING MACHINE

In 15 seconds
you can sew
like an expert—
even if you never before
used a sewing machine.

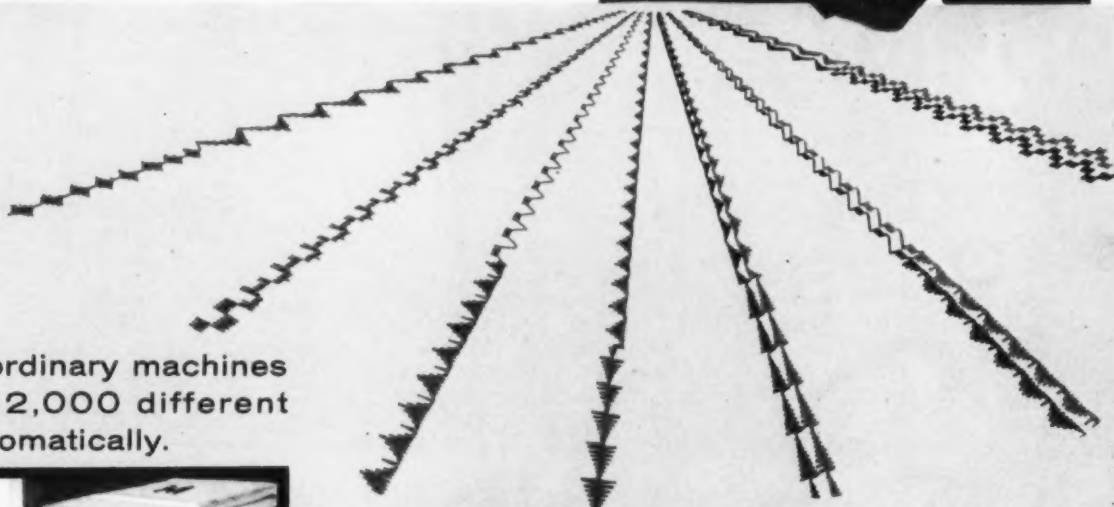
COMPLETELY AUTOMATIC

VIGORELLI

SUPER-ROBOT



makes
sewing
so
simple



Does everything ordinary machines
do . . . plus over 2,000 different
stitch designs automatically.

You will even blind-stitch automatically. Ap-
plique, monogram, sew on buttons, make
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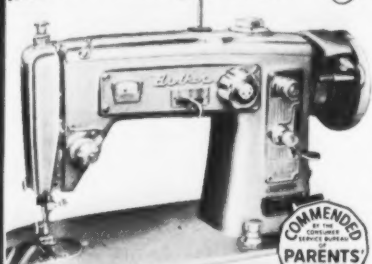
APPROXIMATE YARDAGES

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
1007	38	16½	4¾	36"
1014	48	12	4¾	35"
1016	47	12	dress 3¼	45"
1016	47	12	coat 4¾	45"
1033	28	28	3	36"
1033	29	28	skirt 2¾	44"
			overskirt 2¾	44"
1034	27	16	4½	41"
1035	25	16	skirt and jacket 5	36"
			blouse 1½	36"
1036	32	14	2¾	36"
1040	27	16	prepleated fabric for skirt 39"	36"
			bodice 2	36"
			contrast 1½	36"
1043	48	14	5¾	39"
1044	22	14	4½	36"
1051	38	16	dress 4¾	36"
			coat 5¾	36"
1053	23	14	3¾	36"
1054	43	16	1	45"
1059	46	25	slacks 2¾	36"
1059	46	25	shorts 7½	54"
1060	47	12	dress 4¾	36"
1060	47	12	jumper 3¾	36"
1074	26	11	dress 3½	45"
			guimpe 7½	39"
1077	13	14	3	41"
1077	22	14	4	36"
1081	23	16	5¾	36"
1083	22, 49	14	4¾	36"
1085	22	14	2½	36"
1088	14	14	1¼	51"
1090	16	16	1¾	39"
1093	39	16	4	36"
1094	41	16	3¾	35"
1095	39	16½	6¼	36"
1097	40	16½	4¾	36"
1098	40	16½	3	45"
1102	36, 37	16	4	36"
1109	50	4	3	36"
1114	28	16	3	36"
1115	32	16	7¼	36"
1117	24	14	dress 3½	36"
			jacket 17½	36"
1118	26	16	5¾	36"
1118	43	16	27½	45"
1120	49	14	6¾	45"
1122	31	14	5¾	39"
1123	42	14	blouse and skirt 5½	36"
			skirt 3¾	36"
1124	43	14	skirt 2	36"
			shorts 1½	36"
			jacket 2½	36"
			overblouse 1½	36"
1125	21	16	blouse 1¾	36"
			skirt 3¾	36"
1127	29	16	1¾	44"
1127	42	16	1¾	36"
1128	44	10	shorts 1½	36"
1128	45	10	slacks 2½	36"
1130	20	26	47½	36"
1132	41	16	4	45"
1133	39	16	4¼	39"

No.	Pages	Size	Yards	Width
1137	38	16½	4¾	36"
1146	41	10	blouse 1¾	36"
			shorts 1	36"
1150	45	4	shorts and shirt 1½	36"
			trim ¾	36"
1150	45	4	shorts and shirt trim 7½	36"
			shirt 1	36"
1151	45	1	girl's 1¾	36"
1151	45	1	boy's 1¾	36"
1153	33	16	5	36"
1154	30	14	5¼	36"
1155	23	16	3½	36"
1156	30	14	9½	36"
1157	31	14	see pattern envelope for yardages	
1160	29	16	6½	36"
1161	23	14	see pattern envelope for yardages	
1167	17	14	blouse and shorts 2¾	36"
			skirt 17½	36"
1168	18	14	see pattern envelope for yardages	
1168	19	14	see pattern envelope for yardages	
1168	21	14	see pattern envelope for yardages	
1169	17	14	playsuit 2½	35"
			skirt 1¾	35"
			skirt lining 1¾	35"
1169	19	14	shirt 1¾	45"
			playsuit 1¾	45"
1170	15	14	shirt 2¾	36"
			shorts 7½	54"
1170	16	14	shirt 2¾	36"
			shorts 1¾	36"
1172	15	16	2¾	36"
1173	14, 15	16	see pattern envelope for yardages	
1175	20	16	see pattern envelope for yardages	
1177	40	16	blouse and skirt 4¼	36"
			shorts 1½	36"
1178	21	16½	3¾	36"
1180	41	16½	top and shorts 27½	36"
1182	47	12	top 7½	36"
			shorts 1	36"
			skirt 27½	36"
			shirt 15½	36"
1185	44	10	shirt 2¼	36"
			shorts 1	36"
1188	44	4	1¾	36"
1188	45	4	1¼	36"
4191	43	14	2	54"
4255	35	16	slacks 2¼	35"
			blouse 27½	35"
4320	20	14	1¼	35"
4337	35	14	3¼	35"
4350	28	16	1½	39"
4464	34	14	slacks 2¾	39"
			blouse 3	35"
4502	36	3	17½	36"
4680	34	28	2½	36"
4697	50	14	87½	36"
4715	19	14	playsuit and coat 4	36"
4746	16	14	blouse 2¾	36"
			shorts 1½	36"
4747	20	14	blouse 1¼	36"
			skirt 3¾	36"
4748	21	15	4	36"
4854	19	14	2½	36"
4869	44	8	1¾	36"
4901	46	12	shirt and pedal pushers facing 2½	39"
			pedal pushers 2	36"
4907	37	16	2½	36"
4942	46	12	27½	36"
4947	46	12	2½	36"
4967	48	14	4¾	36"
4968	20	14	6¾	39"
4969	49	14	5¼	39"
4971	37	14	2	36"
4980	37	16	4¾	39"
4982	46	12	dress and jacket 6	36"
4991	45	8	1¾	36"

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Accessories

For Summer 1955

Here is a listing of accessories used in this issue. For your convenience we mention the pages on which they appear and the manufacturer's address. If you would like information regarding the store in your vicinity which carries these accessories, write directly to the listed manufacturers in New York City.

Bags	Pages: 24, 26, 27, 28, 29, 32, 33, 43 Ingber, 347 Fifth Ave.
Belts	Pages: 16, 26, 27, 42, 43 Elegante, 6 E. 32 St.
Carryalls	Page: 31 Volupte, Inc., 393 Fifth Ave.
Flowers	Pages: cover, 50 Goldfarb, 160 E. 57 St.
Furs	Page: 42 Winter Furs, 224 W. 30 St.
Gloves	Pages: 24, 25, 28 Superb, 240 Madison Ave. Pages: 30, 32 Wear-Right, 244 Madison Ave.

Hats Pages: 26, 27, 50
John Frederic, 711 Fifth Ave.

Jewelry (Gold)
Pages: 24, 42, 43, 46, 47
Monet, 6 W. 32 St.
Page: cover
Castlecliff, 366 Fifth Ave.

Jewelry (Pearl & Rhinestone)
Pages: 30, 32
Ciner, 15 W. 36 St.
Pages: 25, 26, 27, 28, 31, 33, 39
La Tausca, 411 Fifth Ave.
Page: 29
Kramer, 393 Fifth Ave.

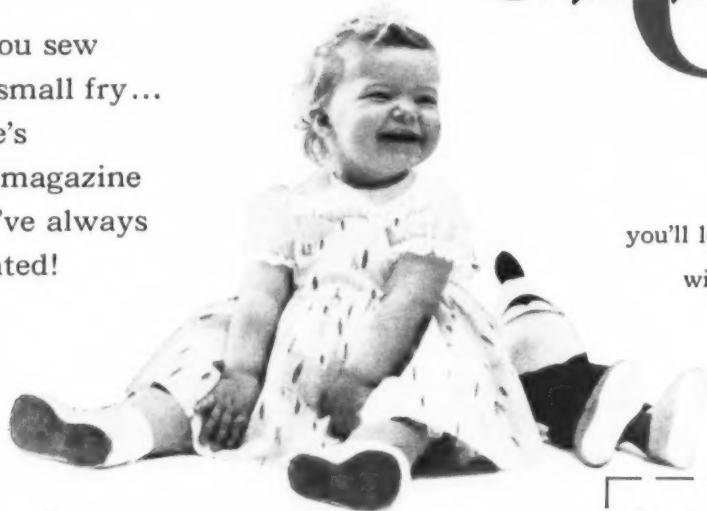
Scarves & Stoles Pages: cover, 15, 16, 17, 43
Brooke Cadwallader, 120 E. 55 St.
Pages: 31, 33, 43
E. Wetherby, 4 W. 37 St.

Shoes Pages: 16, 34, 35, 46, 47
Capezio, 1612 Broadway

Sunglasses Pages: 16, 19, 43
Lugene, 604 Madison Ave.

Sweaters Page: 42
Hadley, 580 Fifth Ave.

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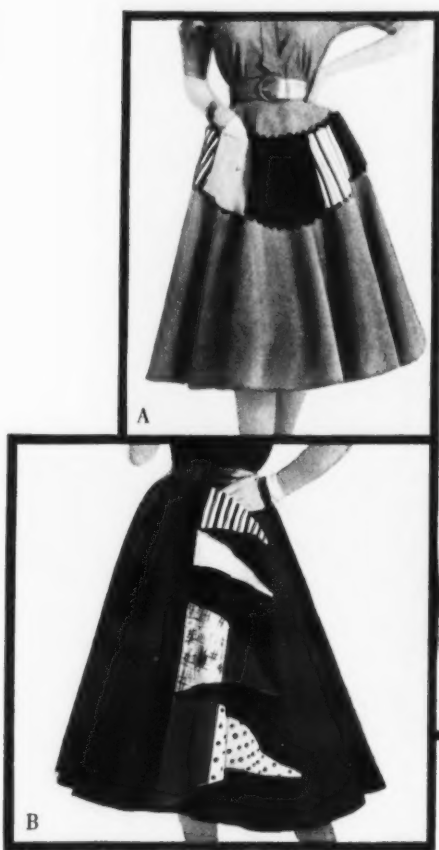
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